1974 Advertising Age Editorial Index

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Compiled by Meredith Meloney

EXPLANATORY NOTE

This second edition of the ADVERTISING AGE EDITORIAL INDEX is a complete listing of major and minor articles by subject, advertiser or agency name, product category, personal name and author (not including AA staff). Included this year are news briefs in the columns LAST MINUTE NEWS, FOR THE RECORD and ADBEAT. To distinguish these from other entries, they are abbreviated LMN, FTR and Adbeat following the headline. Also included are the top 100 advertisers marketing profiles, indexed under the respective companies.

Articles are listed in chronological order except in special cases where alphabetical form is better suited. These include:

Acquisitions & Mergers
Advertising Agencies — Acquisitions & Mergers
Advertising Agencies — Defunct
Advertising Agencies — New
Awards
Books & Book Reviews
Companies — New
Magazines — Failures
Magazines — New
Newspapers — New
Obituaries

Not found in the index are Account Changes, Advertiser, Agency and Media People columns, pictures and captions, Photo Review pages and Voice of the Advertiser letters.

The date entries read as follows: *7 Ja/14* — January 7 page 14

All articles appeared in 1974 issues.

The Advertising Age Editorial Index is published annually at
740 Rush Street, Chicago, Illinois 60611.
Cost is $25.00
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ABRAMS, GEORGE J. & ASSOCIATES, INC.
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ACADEMY OF MOTION PICTURE ARTS & SCIENCES
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Ace Hardware looks for new agency. LMN. *11 F/65*
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American Broadcasting Co., NYC, buys 'High Fidelity' and 'Modern Photography' from Billboard Publications, NYC. FTR. *24 Je/8*. See also *1 Jl/28*.
American Express agrees in principle to buy Avis Inc., NYC. *25 Mr/112*
Approach 13-30, Knoxville, Tennessee, buys Intellectual Digest name and editorial rights from Ziff-Davis Publishing Co., NYC. LMN. *15 Jl/85*
Beecham Inc., Clifton, N.J., reaches final agreement to buy Fleetwood Overseas Inc., Chicago. *13 My/86*
John Blair & Co., NYC, acquires WHDH Corp., Boston. FTR. *21 Ja/8*
Henry Brenner and Morris Kaufman buy Home Testing Institute, Manhasset, NY, from American Can Co., Greenwich, Conn. *16 D/78*
Leo Burnett, Chicago, acquires Frame House Gallery Inc., Louisville, Ky. FTR. *6 My/8*
Cahners Publishing Co., Boston, buys Trade Show International, Los Angeles. *8 Jl/60* See also: *24 Je/73*.
Caldwell-Van Riper Inc., Indianapolis, Ind., buys Winius-Brandon, Ft. Wayne, Ind. from Batz-Hodgson-Neuwoehner, St. Louis, Missouri. FTR. *14 Ja/8*
California Stylist, Beverly Hills, buys 'California Men's Stylist' from Fashion Press, Los Angeles. *22 Ap/72*
Capital Cities Communications Inc., NYC, buys WBAP-AM and KSCS-FM from Carter Publications Inc., Fort Worth, Texas. *3 Je/12*
Carter-Wallace Inc., buys Denver Chemical Mfg. Co., Inc. from Norton-Simon Inc., NYC. *16 D/20*
Charter Co., Florida, buys 1,500,000-share interest in Downe Communications, NYC. *4 F/2*
Chesebrough-Pond's Inc., Greenwich, Conn., buys Adolph's Ltd., Burbank, Cal. *1 Ap/8*
Citroen S.A. plans to merge with Peugeot, S.A., France. *1 Jl/58*
Clear Channel Communications buys WOAI from Avco Broadcasting Corp., San Antonio, Tex. *12 Ag/52*
CMN Associates, Skokie, Ill., buys 'Automation in Housing' from Vance Publishing, Chicago. *22 Jl/56*
Colgate-Palmolive Co., NYC, buys Ram Golf Corp., Elk Grove Village, Illinois. FTR. *15 Jl/8*
Colgate-Palmolive Co., NYC, acquiring Bancroft Racket Co., Woonsocket, R.I. *28 O/21*. See also *2 D/32*
Communico Oceanic Corp., Honolulu, buys KPOI (am, fm) from ValJon Trust of Minneapolis. *18 Mr/12*
Computer Television Inc., buys Trans-World Communications, from Columbia Pictures Industries, NYC. *3 Je/64*
Conso Publishing, NYC, buys the rights to 'Pro Quarterback' from SCH Publishing div. of Hunter Publishing, Chicago. *6 My/62*
Countrywide Publications, NYC, buys 'Tennis Trade' from Hoffman Press, Minneapolis. *13 My/40*
Cox Broadcasting Co., Atlanta, buys University Communications Inc., Rahway, N.J. FTR. *24 Je/8*
Cummings Brand McPherson Assoc., merges with Marketing/Communications Assoc., Rockford, Ill. *2 D/14*
Davies Publishing Co., Hinsdale, Ill., buys 'Telefood' from Reuben H. Donnelley Corp., Stamford, Conn. *22 Jl/72*
DLK Publishing Associates, buys 'Meetings & Expositions' from Morgan-Grampian Inc., NYC. *9 D/70*
Downe Communications, NYC sells Jules Jurgensen Swiss watch unit to Rhapsody Inc., Philadelphia, Penn. LMN. *29 Jl/53*
Dun-Donnelley Publishing Corp., buys Graphic Arts Publishing Co., Chicago. *25 N/8*
Robert E. Eastman & Co., buys WQAB, Miami and KUGN Eugene, Oregon from Alan Torbet Associates, NYC. *15 Jl/12*
David Echols, Jerry Dunn & John McKinven buy Communications Workshop, from Campbell-Ewald, Chicago. FTR. *4 F/8*
Fascination Candy Co., Chicago, buys controlling interest in Queen Anne Candy Co., Hammond, Ind. *17 Je/116*
Filmways Inc., Los Angeles, buys Grosset & Dunlap from American Financial Corp. *21 O/8*
Frank's Nursery Sales, Detroit, agrees to buy Green Giant Co.'s home and garden operation, LeSeuer, Minn. *18 F/69*
Frontier Advertising, Midland, Tex., buys Pylant Co. *13 My/39*
Gabriel Industries, buys Kohner Bros. from General Foods, NYC. FTR. *11 N/8*
Gannett Co., Rochester, NY buys stock in Speidel Newspapers, from Thompson Newspapers of Canada. FTR. *9 D/8*

Rafael Garcia-Navarro buys Vision Inc., London. *1 Jl/58*
Gateway Communications, Cherry Hill, N.J., agrees to buy WHTN-TV, Huntington, W. Va., from Reeves Telecom Corp., NYC. LMN. *1 Ap/55*
Gillette Co., Boston, buys Days-Ease Products Corp., North Hollywood, Calif. *7 O/18*
Gorman Publishing Co., Chicago, buys 'Canner/Packer World' from Food Marketing Inc., Barrington, Ill. *24 Je/41*
W. R. Grace & Co., Dallas, sells Morton Foods to a group of local independent investors. *1 Ap/59*
Harcourt, Brace, Jovanovich, acquires 'Golfdom' from Times-Mirror Co., NYC. *8 Jl/64*
Harcourt, Brace Jovanovich, agree to buy Simon & Schuster, NYC. *12 Ag/57*. See also *26 Ag/209*, merger talks cease.
Douglas Heal, M.S. Shaw and F.C. Walden buy Comcore Communications, Toronto, and rename Heal Shaw Walden Ltd. FTR. *28 Ja/8*
Industrial Publishing Co., Cleveland, buys Reinhold Publishing Co., Stamford, Conn., from Litton Industries, Oradell, NJ. LMN. *30 S/1*
Informat Publishing buys 'Architectural Forum' from Billboard Publications, NYC. *1 Ap/8*
IWC Communications takes over Global Television Network from Global Communications Ltd., Toronto. *13 My/39*
Johnson Diversified, Racine, buys Elsa Williams Needlecraft Co., West Townsend, Mass. *24 Je/65*
Samuel Katz buys United Service Exposition Co. NYC from Hertz Corp., and renames it Darnan Corp. *8 Jl/60*
Kellogg Co., Battle Creek, Mich., agrees to buy Tropicana Products, Bradenton, Fla. *22 Ap/4*. See also *29 Ap/8*, merger talks dissolved.
Knight Newspapers Inc., Miami, Fla. and Ridder Publications, Los Angeles, Calif. have merged to form Knight-Ridder Newspapers Inc. *15 Jl/1*
Mitch J. Kostuch, Toronto, buys 'Foodservice & Hospitality' from Canadian Restaurant Assn. *17 Je/84*
David B. Learner buys Market Research Corp., NYC from Cordura Corp., Los Angeles. FTR. *30 S/8*
Lexington House acquiring 'Madison Avenue' from Warner, Bicking & Fenwick, NYC. *1 Jl/8*
Lopez Salpeter Inc. and Pedersen Design merge to form Lopez Salpeter Pedersen Inc., NYC. *9 S/65*
Macdonald Tobacco, Montreal, sells Ray Torresan & Associates to an agency officer. *13 My/23*
Macro/Comm Corp., Beverly Hills, buys 'Private Pilot' from Slawson Communications. *6 My/24*
Market Communications, Milwaukee, buys 'Sno-Mobile Times' from Hoffman Press, Minneapolis. *13 My/78*
Matsushita Electric Industrial Co., to buy Motorola's home tv receiver production, Chicago. *18 Mr/3*
Meister Publishing, Willoughby, O. buys 'Western Fruit Grower' from Pacific Western Agricultural Publications, San Francisco. *8 Jl/24*
Mobil Oil Corp., NYC buys Marcor Inc., Chicago. *7 O/18*. See also *24 Je/3*.
Morgan-Grampian has agreed to acquire David McKay Co., NYC. *7 Ja/39*
Morgan-Grampian, NYC, buys Buttenheim Publishing, Pittsfield, Mass. *28 Ja/8*
Morris Newspaper Corp., Savannah, Ga., buys 13 Los Angeles papers from Copley Newspapers: and Copley Newspapers merges 2 Springfield, Ill. newspapers. *17 Je/114*
MP Media Assoc., buys Atwood Richards, NYC. LMN. *4 N/89*
National Textbook Co. (owned in part by Robert Pritzker), Chicago, buys 'Chicagoan' magazine from Jon & Abra Anderson *29 Ap/75*
Nationwide Communications, Columbus, O., buys WFFM (fm), Baltimore, from Commercial Radio Institute. *21 Ja/12*
Nelson Cos. of Montreal buys Formosa Spring Brewery from Benson & Hedges, Toronto. LMN. *22 Jl/75*
N.Y. Magazine Co., merges with Taurus Communications, NYC. *10 Je/8*
North American Publishing, Philadelphia, buys Pinover Publications, NYC. *25 Mr/120*
North Texas Broadcasting Corp., buys WBAP-TV from Carter Publications Inc., Fort Worth. *3 Je/12*
NTV Enterprises, Nebraska, buys 4 ABC affiliated tv stations, from BI-States Co., Holdrege, Neb. *11 My/34*
Ohio Farm Bureau Federation, buys WRFD from Nationwide Communications, Columbus, Ohio. *22 Jl/40*
Orchard Hill Farms, Red Hook, N.Y., reaches initial agreement to buy Libbyland children's frozen dinners from Libby, McNeill, Libby, Chicago. *13 My/55*
Pearl Brewing, San Antonio, buys the rights to Jackson Brewing's Jax brand from American Can Co., Greenwich, Conn. *1 Jl/56*
Penton Publishing, buys Rick Reinert Productions, Cleveland. *23 S/107*
Martin Peretz buys 'New Republic' from Gilbert A. Harrison, Washington, D.C. FTR. *18 Mr/8*
Petersen Publications, NYC buys 'True' from Fawcett Publications, Greenwich, Conn. LMN. *1 Jl/1*
Popular Publications, NYC, buys the Magnum group of auto buff magazines. *4 Mr/6*
Putman Publishing, Chicago, buys 'Baking Industry' from Peacock Business Press, Park Ridge, Ill. *29 Jl/53*
Random House, Inc., buys C/R/M textbook division from Ziff-Davis Publishing Co., NYC. *16 D/62*
Rich-Healy Corp., buys Rich Advertising Buffalo. LMN. *20 My/107*
RJR Communications, Duluth, Minn. buys WDSM-TV, Duluth Superior from Northwest Publications, redesignated KBJR-TV. *16 D/8*
Root Outdoor Advertising, buys Stoner System of Ohio, Toledo. *9 S/76*
Jean-Louis Servan-Schreiber buys Technic Union Publishing Co., France, from McGraw-Hill Publishing Co., NYC. LMN. *9 D/73*
Norton Simon Inc., buys SeaPak from W. R. Grace & Co., NYC. *21 O/36*
SJR Communications, buys WHOM AM/FM NYC, from Progress Broadcasting Corp. *3 Je/46*
Snow Sports Publications, Minneapolis, buys 'Invitation to Snowmobiling' from Ziff-Davis Publishing, NYC. *6 My/16*
Southam Business Publications, Ontario, buys 'Canadian Travel News Weekly' and 'Canadian Sales Meetings, Conventions & Incentive Travel' from Rodney Publications. *20 My/82*
Southeastern Displays, Anchorage, Ky. buys the outdoor structures and signs of Willock Poster Service, Campbellsville, Ky. *25 F/140*
Frank Santon considering buying W. R. Simmons & Associates from Cordura Corp., NYC. *20 My/2*. See also *13 My/1, LMN.*
Star Newspaper Co., Detroit, buys 'Sacramento Union' from Copley Newspapers, La Jolla, Calif. FTR. *16 D/8*
Daniel Starch & Staff acquires International Research Associates, and changes its corporate name to Starch/INRA/Hooper Inc., NYC. *14 Ja/4*
Sunbeam Corp., Oak Brook, Ill., acquires a majority holding of Cadillac France, Paris. *11 F/70*
Tappan Co., Mansfield, O., signs letter of intent to buy F. H Lawson Co., Cincinnati. *20 My/4*
Technical Publishing Co., Barrington, Ill., buys Consulting Engineer Co., St. Joseph, Missouri. FTR. *18 N/8*. See also: *2 D/8*, FTR.
Technical Publishing Co., Barrington, Ill., acquires Digest Books Inc., Northfield, Ill. LMN. *23 D/25*
Teletape Corp., buys Reeves Cinetel Inc. NYC. *27 My/64*
Texas Pharmacal, San Antonio, buys DuBarry Cosmetics, Morris Plains, N.J. FTR. *6 My/8*
Thomas Publishing, NYC, buys Business Communications, Cleveland. *21 Ja/66*
Thompson Newspapers of Canada buys 'Newburgh (NY) Evening News' from Gannett Co., Rochester, NY. FTR. *9 D/8*
Triangle Broadcasting Corp., Winston-Salem, N.C., buys WREC AM/FM, from Cowles Communications, NYC. *8 Jl/65*
United Biscuit Holding Co., Great Britain, acquires Keebler Co., Elmhurst, Illinois. FTR. *29 Ap/8*. See also *28 Ja/8*, FTR.
United Technical Publications, Atlanta, buys 'Electronic Marketing/Management' from Walter Publishing, Cleveland. *16 D/74*
Valley Broadcasters buys WMAS and WHVY (FM) from Communications Fund Inc., Springfield, Mass. *18 F/71*
Vance Publishing Co., Chicago, buys 'Paper Trade Journal' from Lockwood Trade Journal Co., NYC. *25 Mr/111*. See also *4 F/49*, LMN. Correction: *8 Ap/36*.
Warner-Lambert Co., Morris Plains, N.J. buys Quaker City Chocolate & Confectionary Co., Philadelphia, Penn. FTR *14 Ja/8*

Warner-Lambert, Morris Plains, N.J. buys Tetra Werke of Germany. *19 Ag/39*
Webb Co., St. Paul, Minnesota buys 'Irrigation Age' from American Printing & Lithograph, Dallas. *22 Jl/68*
Gene Weiss buys Motion Picture Advertising, NYC from Cadence Industries Corp., West Caldwell, N.J. *21 O/70*
White Advertising International, Merriville, Ind., buys Etex Outdoor Advertising Co., Tyler, Texas. *2 D/14*
White Consolidated Industries, Cleveland, agrees to acquire Philco-Ford from Ford Motor Co. *28 Ja/8*. See also *25 Mr/117*, agreement terminated.
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ACTION FOR CHILDREN'S TELEVISION
Consumerists favor NARB to head kid tv ad code action. S. Cohen. *4 F/3*
Regulators, ACT agree on children's tv views. M. Christopher. *29 Jl/54*
A good decision at FCC . . . Editorial. (FCC ruling over advertising on children's television is in the interest of both children and broadcasters.) *4 N/16*
C. of C. exec says FCC and courts 'bully' broadcasters. *2 D/69*

ADAMS, TAYLOR (author)
How Lasker maneuvered for Kotex as acceptance in 'Ladies' Home Journal.' *17 Je/107*
Close shave, but Stirling Getchell charms Colgate with 'small bubble lather.' *22 Jl/51*
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ADAMS, THOMAS B.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Adams.) *18 N/192*

ADE, E. J. & CO.
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ADELANTE SPANISH ADVERTISING
Lister picks Adelante. *8 Jl/54*

ADHESIVES
Borden launches Elmer's specialty adhesives line. LMN. *5 Ag/43*

ADLER, JERRY
Adler leaves STP to head liquor company. *24 Je/4*. Correction: *8 Jl/52*

ADLER, LEE (author)
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ADMIRAL CORP.
Admiral breaks net tv drive for refrigerators. LMN. *20 My/1*
TV makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*

ADOLPH'S LTD.
C-P sends George Goebler to its newest acquisition, Adolph's Ltd. FTR. *1 Ap/8*
Adolph's marinade readies national move. *1 Jl/20*

AD FOLLIES
1974 Ad Follies Program. (Presenting the AA Thumbs Down Award Winners.) *16 D/44*

AD II
Creativity is great — but only if it sells, Hampel tells AAF. J. Graham. *10 Je/3*

ADMAN OF THE YEAR
Keough of Coca-Cola named Adman of the Year. N. Giges. *16 D/cover*

ADULT MARKET
Gerber woos adults with Singles line of heat-eat items. V. Adams. *1 Ap/1*
Mattel eyes grownups; hikes ad budget 20%. H. Bernstein. *22 Ap/1*
J&J pushing deodorant in new effort on body powder. *20 My/3*

ADVERTISER/AGENCY RELATIONS (a company)
Having facts key to search for new clients, execs hear. *24 Je/28*

ADVERTISERS, LEADING
LNA leaders hike spending 6% for 1973; fuel in big dip. (Includes chart of the leading national advertisers of 1973). *29 Ap/2*
The top 100 national advertisers of 1973. *15 Jl/82*
See 100 Leading National Advertisers issue Aug. 26, 1974. In the issue: the nation's top advertisers, their ad expenditures, media mix, sales, profits and share of market for leading brands.
Top 100 national advertisers hike ad total to $5.68 billion. *26 Ag/1*
The 100 leading magazine advertisers of 1973. *18 N/68*

ADVERTISING
Stop that grinning housewife. J. O'Toole. *3 Je/45*
Creativity is great — only if it sells, Hampel tells AAF. J. Graham. *10 Je/3*
Where advertising will fit in the future society. S. Unwin. *8 Jl/29*
Flippancy rules advertising now. S. Bernstein. (Advertising of today stresses fantasy in claims, so as not to be regulated by government or consumer groups.) *29 Jl/14*
Advertising must help solve world economic woes: Ally. *29 Jl/1*
Ten laws of advertising. A. Meyer. *19 Ag/34*
Ads, like poetry, use rhythm, ambiguity to sway us: Hayakawa. *19 Ag/36*
Markets are customer problems, not geography or demographics. T. Dillon. (Mr. Dillon speaks on the theory that advertising must communicate a product or service.) *2 S/29*
Ads can't be lax, Rockwell head warns. *23 S/46*
Coming of age? Editorial. (In times of shaky economy, the ad business may be the hard-working tool needed to generate new business for marketers.) *2 D/16*

'ADVERTISING AGE'
'AA' appoints Dan Few. *1 Ap/42*
Ad Age names Adams, adds Maples and Allen. *22 Ap/4*
Maybe you'd like to know this . . . S. Bernstein (SRB comments on AA subscription renewals and revenues). *29 Ap/14*
AA names Driscoll to Midwest sales post. *29 Ap/80*
Cohen, O'Connor get promotions at Advertising Age. *17 Je/10*
Murphy joins AA sales. *1 Jl/12*

ADVERTISING AGE ACCOUNT MANAGEMENT SEMINAR
Account execs can sharpen skills at new AA workshop. *16 S/4*
Genge of Ketchum and David Berlo join faculty. *23 S/4*
Two more join AA Workshop on Account Management. *30 S/10*
McLain joins AA Workshop for Account Management. *21 O/99*
Fredericks, Lierle will join AA Account Execs W'shop. *28 O/71*
'Rap sessions' highlight Account Execs meeting. *4 N/93*
Account exec now 'business manager,' AA Workshop told. *18 N/2*

ADVERTISING AGE AGENCY FINANCIAL MANAGEMENT SEMINAR
Traditions blasted at AA seminars. B. Donath. *13 My/6*
Three top execs urge shops to stay lean, demand profit. *13 My/96*
Bloom tells seminar why his shop likes fee system. *27 My/66*

ADVERTISING AGE CREATIVE WORKSHOP
AA's 17th Creative Workshop set for July 22-25. LMN. *22 Ap/1*
Advertising Age Workshop features client-agency duos. *24 Je/18*
Ad Hall of Fame folks abound at AA Workshop. *1 Jl/20*
AA Workshop will hear client view on selection. *8 Jl/10*
Meade, Trahey on faculty of AA Workshop. *15 Jl/12*
Advertising must help solve world economic woes: Ally. *29 Jl/1*
Co-workers, alumni join in salute to Bernbach's genius. B. Donath. *29 Jl/3*
Bungled presentations costly, client-siders tell Workshop. *29 Jl/4*
Session told: Redirect ads to black buyers. *29 Jl/56*
Agency attitude on retail hurts potential: McCall *29 Jl/56*
Solving problem is ad's primary function: Dillion. *29 Jl/57*
Reflections on Creative Event 17. S. Bernstein. *5 Ag/14*
Care in comparisons urged; cosmetics market tacks hit. (AA Creative Workshop session.) *5 Ag/31*
Culture fit termed essential for effective international ads. (AA Creative Workshop session.) *5 Ag/31*
NOW visits workshop to attack 'sexist' ads. *5 Ag/39*

ADVERTISING AGE MEDIA WORKSHOP
Vedder, Vitt to kick off '74 Media Workshop. *14 O/10*
Media W'shop attendees can design own course. *28 O/30*
Media clutter a key topic at AA Workshop. *4 N/24*
Media mix for retailer is topic at AA Media W'shop. *11 N/18*
Women at work, men at home AA Media Workshop feature. *18 N/3*
Miller, Gannon join faculty of Ad Age Media Workshop. *25 N/52*
Ad clutter poses threat to all media, AA workshop told. *9 D/2*
Americans are pro-business, Wattenberg says. *16 D/36*

ADVERTISING AGENCIES
5-year census reports 20% dollar increase in ad services. *28 Ja/3*
1972 census of advertising agencies and advertising services, preliminary state total. *28 Ja/66*
Shortage calls for ad shifts, AA's Danzig tells agencies. *4 F/46*
Ad tyros hear outlook is dim at N.Y. agencies. B. Donath. *11 F/4*

How to become a millionare in the agency business. L. T. Steele. *18 F/49*
Ad Age picks C&W Agency of the Year in first annual award. B. Donath. *25 F/1*
Agencies move into television programing. H. Bernstein. *18 Mr/42* Correction: *25 Mr/10*
Task Force on Staggered Work Hours uses 4 A's mailing list in N.Y. to ask agencies to stagger work hours to relieve rush hour burden. Adbeat. *1 Ap/51*
N.Y. Adclub cancels recruit week as agencies adopt a leaner look. B. Donath. *8 Ap/4*
Hard year for agencies, Elliot reports to AAF. R. Gray. *29 Ap/10*
Canadian or U.S.-owned — which agency will you have? A. Kershaw. *11 N/37*

ADVERTISING AGENCIES—ACQUISITIONS & MERGERS

Adhaus, Portland, Me. and Collaborative, Kennebunk, Me. merge to form New England Group, Portland. FTR. *22 Ap/8*
Ayer Baker Hegemann International, NYC, buys interest in Rogivue & Schmidt, Zurich, Switzerland and renames Rogivue ABH. FTR. *2 D/8*
Barickman Advertising merges with Red Barron Inc., Minneapolis. *23 S/62*
BBDO Int'l buys majority of shares in Chevalier, Le Forestier, Michel & Team of Paris. *18 F/71*
BBDO Int'l buys 30% of Italia Agenzia de Marketing e Pubblicita, Milan, Italy, renamed Italia/BBDO. *16 D/83*
William Belliveau & Associates, Toronto, buys GGS Atlantic, Halifax, Nova Scotia. *2 S/15*
Benton & Bowles, NYC, buys interest in Danis, S.A., Barcelona. *7 Ja/56*
Benton & Bowles, NYC, buys a majority interest in Ted Colangelo Associates, White Plains, N.Y. *28 Ja/58*
Berman/Dewey Advertising, Chicago, merges with Mandabach & Simms, Chicago & NY. FTR. *15 Jl/8*
Bozell & Jacobs, NYC merges with Glenn Advertising, Dallas. *22 Ap/8*
Bozell & Jacobs, NYC, buys Oakland Griffin Groups, Minneapolis. *17 Je/116*
Bozell & Jacobs, NYC, agrees to merge with Richardson, Seigle, Rolfs & McCoy, San Francisco. *24 Je/8*
Clyne Maxon merges Dusenberry Ruriani Kornhauser to form Clyne Dusenberry Inc., NYC. *25 Mr/1*
CPV International has merged with MCR Advertising to form Fletcher Shelton Reynolds & Dorrell Ltd., London, England. *2 D/32*
CPV Promos (Kenyon & Eckhardt), France, merges with Synergie Conseil, France. *9 D/2*
Cockfield, Brown & Co. buys James Ward Cotton Advertising, Toronto. *10 Je/6*
DDF, D-F-S, international partnership, merges with Advico-Delpire, Europe. *11 F/56*. See also *4 F/49*, LMN.
DeBussy Zimmerman and Ricardo/Slesina, Amsterdam, Netherlands merge to form DeBussy Reclame b.v. FTR. *2 D/8*
De Garmo Inc.'s Complan division and the O.S. Tyson agency merge to form Poppe Tyson Inc. NYC. *1 Jl/28*
De Garmo Inc. buys position in Spanish Advertising & Marketing Services, NYC. *16 S/66*
Dozier-Evans-Scholl & Hobbs, merge into Holland & Associates, Little Rock. *10 Je/66*
Arnold Duncan Advertising and Moran & Lanig merge as Moran, Lanig & Duncan Advertising, Palo Alto, Calif. *4 Mr/28*
Mort Elliot & Co., and Garrison Communications, have merged to form Garrison/Elliot, NYC. *16 S/77*
Foote, Cone & Belding buys Honig-Cooper Harrington, San Francisco, Calif. *2 S/2*
Steiner F. Fuglestad buys stock in Advertising Counselors, Vaughan & Assoc., and changes name to Advertising Counselors Inc. *16 S/55*
Hoffman, York, Baker & Johnson, Milwaukee, merges its Chicago office with Feldman & Associates. *4 F/52*
HWH Associates, Chicago, buys Carl Liggett Advertising, Cleveland. *4 Mr/56*
Interpublic Group of Cos., buys Troost Werbeagentur, Dusseldorf based. *30 S/92*
Interpublic merges McCann-Erickson Buenos Aires subsidiary, with Gowland Publicidad, Buenos Aires, and renames Gowland-McCann Erickson, Compania Argentina de Publicidad. *16 D/34*
Kasten, J. G. & Co., buys Richard I. Simpson & Assoc., St. Petersburg, Fla. *23 S/58*
Russell T. Kelley Co., Hamilton, Ontario, buys 30% interest in Interact Promotion, Ottawa, Canada. *17 Je/74*
Kelly, Nason Inc., NYC buys Richard B. Harris & Assoc., Seattle. FTR. *28 Ja/8*
Kenyon & Eckhardt, NYC, buys French Gold & Abbot, London. *30 S/92*
Ketchum, McLeod & Grove, Pittsburgh, acquires Clark, Nelson Inc., NYC. *14 O/23*
Ketchum, MacLeod & Grove, Pittsburgh, buys O'Neill, Price, Anderson & Fouchard, Houston, renames OPAF Inc. LMN. *16 D/1*
Ketchum International and Roberts/Fenton/McConnell, Vancouver, have merged to form Roberts Ketchum International. *25 N/8*
Klau-Van Pietersom-Dunlap merges into Hoffman, York, Baker & Johnson, Milwaukee. *7 Ja/3*
Konheim, Gould & Ackerman merges into Leonard Stein, NYC. *15 Ap/29*
McDonald Davis & Associates, Milwaukee, buys Jim Weller & Partners, renamed McDonald, Davis, Weller Inc. *29 Ap/71*
McKim/Benton & Bowles, Toronto, buys Skelton Advertising, Calgary, Canada. LMN *25 F/163*
Macfarlane Mather A/S buys Michael R. Codel & Assoc., Copenhagen, Denmark *15 Jl/4*
Marcoa Direct Advertising, Oak Brook, Ill., has been sold to three agency officers. *13 My/32*
Marsteller Inc., acquires Peter Jesness Assoc., Los Angeles, Calif. FTR. *17 Je/8*
Joseph Maxfield Co. acquires Meehan & Weeden, Providence, R.I. *9 S/30*
Media Message Advertising, Bedford, O., buys Communications Group, Akron, O. *17 Je/12*
Ogilvy & Mather International, Bangkok merges with Inter-Asian Publicity to form Ogilvy & Mather (Thailand) Ltd. *4 N/72*
Public & Industrial Relations, merges with Muter, Culiner, Frankfurter & Gould, Tornoto, to form PIR-Culiner Advertising. *12 Ag/47*
Quinlan Keene Peck & McShay, Indianapolis, buys Marcom shop. *29 Ap/4*
Ries Cappiello Colwell, NYC, acquires Simon & Geltzer, Ltd., renamed Ries & Geltzer. *12 Ag/20*
Sanford Solarz Advertising and Sardi Co., Trenton, merge to become Sardi & Solarz Inc. *16 D/40*
Van Brunt & Co., merges its New York and Chicago offices. *5 Ag/44*
Vladimir & Evans, Coral Gables, Fla. merges with Lando/Bishopric, Miami. *5 Ag/8*
White & Shuford's Albuquerque branch is purchased by 2 employes and renamed Bettis & Parks Advertising. *18 F/70*
Wilson, Haight & Welch, NYC adds Buchen Adv., Chicago. *23 S/116*
Young & Rubicam buys Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Ia. *15 Ap/3*
Young & Rubicam buys Teawell Inc., San Diego and Phoenix, and W. M. Zemp & Associates, St. Petersburg, Fla. *27 My/66*
Young & Rubicam buys Rives, Dyke & Co., Houston, Texas. *2 S/2*

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House ads work, adman says. *16 S/67*

ADVERTISING AGENCIES—BILLINGS

Special issue Feb. 25.
5-year census reports 20% dollar increase in ad services. *28 Ja/3*
1972 census of advertising agencies and advertising services, preliminary state totals. *28 Ja/66*
U.S. agency billings hit $12.9 billion; it's record. J. O'Gara. *25 F/1*
Agency billings trends. Editorial. (Comments on the growth of the agency business as indicated in the 30th annual agency billings issue). *25 F/16*
Billings update: JWT media sum: $298,000,000; O&M hikes total. *4 Mr/58*
AAAI members expect higher billings this year. *11 Mr/22*
Billings rise abroad as currencies fluctuate. R. Bechtos. (Special Foreign Agency Billings issue.) *25 Mr/1*

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ADVERTISING AGENCIES—CLIENT RELATIONS

Clients & s.o.b.'s. B. Laitin. *14 Ja/38*

BMW stops Hoffman move to Rosenfeld, Sirowitz shop. *21 Ja/8*
Agency-client relationships under renewed scrutiny: ANA. *18 F/3*
FTC's Rosch says agencies accountable for ad claims. *4 Mr/3*
Agency people problems: You, too, can handle them this new, easy way. J. McGlone. *4 Mr/33*
DDB exec shuffle is start of agency image revamp. B. Donath. *25 Mr/3*
Agency presentations often are ego trips, art group told. *22 Ap/40*
Traditions blasted at AA seminars. B. Donath. *13 My/6*
Three top execs urge shop to stay lean, demand profit. *13 My/96*
Don't dump your agency and hate yourself tomorrow. R. Prentice. *10 Je/40*
Having facts key to search for new clients, execs hear. *24 Je/28*
11 ways to get the most out of your advertising agency. D. Ferriss. *1 Jl/40*
How agencies use research. T. Dunn. *15 Jl/69*
Anatomy of a breakup: Chock Full vs. JWT. J. O'Connor. *5 Ag/1.* See also *5 Ag/10, 21 O/22.*
'SPEC' is a bad word, but we made it work. J. Ure. (Comments on agency presentations.) *12 Ag/29*
Stress company, not product in ads, NFAA meeting told. *30 S/92*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*
Account men 'unique blend' says Nichols. *21 O/72*
Account exec now 'business manager,' AA Workshop told. *18 N/2*
Creative dept. must maintain quality service for advertisers. Adbeat. *2 D/64*
How to pick the right agency (or account). W. Stewart. *16 D/51*

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Agencies on fee system by 1980: Vitt. *21 Ja/3*
Abely asks change in commission for trade publications. *4 Mr/41*
GE confirms BBDO fee arrangement. FTR. *8 Ap/8*
Tinker retains grapefruit in stormy citrus board session. *22 Ap/1*
Data Transmission chooses RS&L and percent-of-sales fee arrangement. Adbeat. *22 Ap/77*
O&M's a la carte services boost profits 'modestly'. *29 Ap/68*
Ad budget hike of 10% is a must, ANA advised. *13 My/1*
Traditions blasted at AA seminars. B. Donath. *13 My/6*
Army narrows ad inquiry to payment rates. *20 My/1*
ICA head Daniher urges task force to study agency fees. *27 My/66*
Bloom tells seminar why his shop likes fee system. *27 My/66*
How (how much) you should pay for good industrial advertising today. R. Poey. *17 Je/24*
Production shops knock DDB's slow payment plan. *29 Jl/2*
U.S. shops can learn from fee use in Europe: Clark. *16 S/72*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*

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Advertising agencies exempt from wage and price controls. *25 Mr/116*
Traditions blasted at AA seminars. B. Donath. *13 My/6*
Three top execs urge shops to stay lean, demand profit. *13 My/96*

ADVERTISING AGENCIES—DEFUNCT

Baker & Hartel, NYC. *10 Je/18*
Barnes — Chase Advertising, Los Angeles. *20 My/2*
Barnett, Zlotnick Inc., NYC. *14 Ja/3*
Enyart & Rose Advertising, Los Angeles, Calif. *16 D/8*
Katz/Reingold, NYC. *3 Je/61*
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ADVERTISING AGENCIES—EMPLOYMENT

Ad tyros hear outlook is dim at N.Y. agencies. B. Donath. *11 F/4*
N.Y. Adclub cancels recruit week as agencies adopt a leaner look. B. Donath. *8 Ap/4*
Around the Mulberry Bush in the agency business. D. Williams. (A fictional piece on the whirlwind correspondence between 2 hard-bitten admen.) *3 Je/39*
Need savvy account people? Zeigler plan: Start a school. *7 O/30*
Elliot asks ad reforms, better use of personnel. *25 N/10*
Good guys welcome Jock. S. Bernstein. (Jock Elliot, in a 4A's speech, suggests that admen shouldn't encourage students to study advertising.) *9 D/16*
Agencies decry 'bloodbath' rumors. B. Donath. *16 D/84*
What it takes to become an adman — as admen see it. W. Cather. *23 D/17*

ADVERTISING AGENCIES—FORECASTS

Agency execs see signs of optimism amid energy gloom. *7 Ja/2*
Agencies on fee system by 1980: Vitt. *21 Ja/3*
AAAI members expect higher billings this year. *11 Mr/22*
Hard year for agencies, Elliott reports to AAF. R. Gray. *29 Ap/10*
Southwestern shops get look at the '80s. *13 My/39*
K&E exec Tannenbaum predicts no change in agency business, but change in staff necessary. Adbeat. *23 S/107*

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My times with Raymond Rubicam. D. Daniels. *7 Ja/41*
Y&R celebrates 50th with upswing in revenues. D. Grant. *14 Ja/3*
Great ads, ad greats star in new Draper Daniels book. *25 Mr/117*
How Lasker maneuvered for Kotex ad acceptance in 'Ladies' Home Jornal.' T. Adams. *17 Je/107*
Raymond Rubicam enters Ad Hall of Fame — blasts tv 'crime' and commercialism. R. Rubicam. *1 Jl/38*
Close shave, but Stirling Getchell charms Colgate with 'small-bubble lather.' T. Adams. *22 Jl/51*
Neiman-Marcus ads recall retailer's agency history. *9 S/26*

ADVERTISING AGENCIES—INTERNATIONAL

B&B buys interest in Barcelona ad agency. *7 Ja/56*
Laming leaves BBDO Ltd. to head NC&K in London. *14 Ja/64*
Diverse Dentsu nudges aside JWT for global No. 1 status. *21 Ja/3*
Dentsu critic calls it 'public menace.' *21 Ja/69*
Charges Greek agencies awash in problems. *28 Ja/20*
$30,000,000 Advico-Delpire merges with DDF. LMN. *4 F/49*
British agencies feeling the crunch as three-day work weeks drag on. M. Kallenbach. *11 F/2*
D-F-S unit merges with Advico shop. R. Bechtos. *11 F/56*
BBDO Int'l buys Chevalier shop. *18 F/71*
Australian group told to turn down foreign bids. L. Blanket. *18 Mr/39*
Billings rise abroad as currencies fluctuate. R. Bechtos. (Special Foreign Agency Billings issue). *25 Mr/1.* Correction: *1 Ap/58.*
Reporting foreign billings. Editorial. (Some clarification of the billings figures in the AA Foreign Agency Billings special issue.) *1 Ap/20*
McKim is Canadian again; sets joint venture with B&B. *1 Ap/56*
Warwick, Welsh & Miller forms Warwick International Advertising. LMN. *29 Ap/75*
B&B to announce overseas affiliation. LMN. *6 My/81*
Ayer/Barker/Hegemann international deal linked. *13 My/2*
B&B departs from overseas policy with Chuo Senko joint venture. *13 My/2*
Cathay Advertising, Hong Kong, is renamed Ted Bates Ltd. *13 My/30*
Advertisers firm budgets, agencies trim payrolls in world energy snag. R. Bechtos. *20 My/25*
USSR hankers for U.S. trade, but goes slowly on ad use. R. Bechtos. *20 My/50*
Germans take oil crunch in stride, but agency profits off. B. Mussey. *20 My/70*
Greece plagued by rising media costs, inflation, dim-out. A. Rizopoulos. *20 My/76*
Price of gas increases by 40% in Mexico; agency profits dip. S. Askinazy. *20 My/78*
Team/BBDO, Dusseldorf acquires minority interest in Boeltz agency, Hamburg. LMN. *20 My/107*
Turkevich named to management board of European Intermarco Farner advertising network. LMN. *27 My/63*
NCK foreign units blossom; billings rise $6 million. *27 My/64*
Y&R shifts 5 internationally. *10 Je/4*
EMAD gains two. *24 Je/58*
Media mogul says Egypt set for foreign business. R. Bechtos. *24 Je/56*
Copenhagen shop taps. *24 Je/12*
U.K. dominates int'l Clios. *24 Je/72*
Ogilvy, Lopito set working arrangement. *1 Jl/21*
JWT takes control in Indonesian shop. *8 Jl/56*
Foote, Cone buys into French shop. *8 Jl/61*
Sudler goes international. *8 Jl/64*
Culture fit termed essential for effective international ads. (AA Creative Workshop session). *5 Ag/3*
Israeli shops' commissions pared to 15%. *12 Ag/47*
Laming turns tide for NCK London shop. *19 Ag/38*
Grey foreign units add $1,000,000-plus billings. LMN. *19 Ag/51*

See int'l shift as JWT taps Don Johnston. R. Bechtos. *26 Ag/1*
Plan ad for Red China? Write it in modern Mao. R. Bechtos. *26 Ag/16*
Aussie shop drops initials in favor of McAskell name. *26 Ag/201*
Clemenger adds shop, reports billings gain. *26 Ag/216*
Hakuhodo's TAK buy is first move into Brazil. R. Bechtos. *2 S/3*
JWT divides int'l; Lanigan, Sharman get new positions. R. Bechtos. *9 S/3*
TDK fall campaign is first U.S. effort by Chuo Senko. *9 S/8*
Masius' global teamwork wins Wilkinson/So. Africa. L. Blanket. *9 S/40*
Burnett sets agency net in Scandinavia. *9 S/85*
DeGarmo Inc. acquires control of Spanish Advertising & Marketing Services. LMN. *9 S/85*
Ogilvy expands billings, offices in Australia. *16 S/66*
U.S. shops can learn from fee use in Europe: Clark. *16 S/72*
JWT considering reopening ad office in Chile. LMN. *16 S/89*
Y&R International sets up agency in Hong Kong. LMN. *16 S/89.*
FC&B's Frankfurt office handling German tourist offices. LMN. *23 S/111*
Iran's new oil riches spark growth of local and international marketing. R. Bechtos. *30 S/3*
Interpublic b·vs Troost; K&E gets London shop. *30 S/92*
Dentsu Adve.tising handles Rev. Moon's U.S. campaign. Adbeat. *21 O/95*
Carl Ally opens London office. FTR. *4 N/8*
Australian law succeeds ad field's self-regulation. L. Blanket. *4 N/10*
Lintas' troubles mount as Unilever chunk exits. M. Kallenbach. *11 N/3*
British ad industry sets surcharge for financing broader control system. M. Kallenbach. *18 N/3*
Osborne Group buys into Kimpher agency. LMN. *18 N/217*
K&E London releases 25. *18 N/217*
Devaluation hits Israeli ads. B. Halpern. *25 N/22*
Ayer Baker Hegemann International buys Rogivue & Schmidt, renames Rogivue ABH. FTR. *2 D/8*
DeBussy Zimmerman, Netherlands and Ricardo/Slesina, Netherlands merge to form DeBussy Reclame b.v. FTR. *2 D/8*
BBDO buys into CBBA; severs other Brazil shop tie. *2 D/70*
K&E's French unit merging with Synergie. R. Bechtos. *9 D/2*
JWT forms PTM Thompson in Kuala Lumpur. LMN. *16 D/1*
JWT-Brazil drops accounts. *16 D/4.* Correction: *23 D/30.*
Interpublic completes acquisition of all shares in Grant Advertising, South Africa. *16 D/34*
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Traditions blasted at AA seminars. B. Donath. *13 My/6*
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'Economic deep-think' could leave agencies vulnerable. W. Tyler. *27 My/42*
Bloom tells seminar why his shop likes fee system. *27 My/66*
'Divide-and-conquer' agency proves vulnerable. W. Tyler. *14 O/87*
Black says bureaucracy rampant in big agencies. J. O'Connor. *21 O/22*
Account men 'unique blend' says Nichols. *21 O/72*
Canadian or U.S.-owned — which agency will you have? A. Kershaw. *11 N/37*
Agencies decry 'bloodbath' rumors. B. Donath. *16 D/84*

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Eileen Bailey Advertising & Public Relations, Scottsdale, Ariz. *16 D/74*
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Boelter Co., Madison, Wis. *18 F/69*
Bowman & Rivers, NYC. *16 S/8*
Bruce Henry & Davis Advertising, Rampart, Tex. *8 Ap/66*
R. W. Buckley & Co., Portsmouth, N.H. *19 Ag/28*
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Cavaliere, Kleier & Pearlman, NYC. *16 S/66*
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Steve Daly Associates, Palo Alto, Calif. *11 Mr/52*
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DeGroot Herriott Associates, Doylestown, Pa. *8 Jl/65*
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Flatley, Jack & Associates, Chicago. *21 Ja/56*
Ken Francis Advertising & Public Relations, Shreveport, La. *21 O/44*
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Fricke, Charles H. III ad agency, Raleigh, N.C. *11 F/68*
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Geisz & Rose, Los Angeles. *16 D/8*
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McConnell's Advertising Service, Dublin, Ireland opens NYC office. *11 N/26*
Mango Associates, Denver. *25 Mr/28*
Tony Mangone & Associates, Miami. *11 N/4*
Mintzer Trostler Inc., NYC. *14 O/72*
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Morris Associates Inc., Philadelphia. *11 N/70*
Murphy, Amos, Wolters Inc., Chicago. *3 Je/10*
New York Branch Inc., NYC. *28 Ja/34*
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Lloyd Palmer Co., Austin, Tex. *6 My/24*
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PTM Thompson Advertising Sdn. Bhd., Kuala Lumpur, Malaysia. *16 D/1*
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Royds Advertising execs leave to form new agency, unnamed. *2 D/49*
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Tom Saxer & Friends, Carefree, Ariz. *16 D/81*
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William A. Solemene & Associates, Dallas. *8 Ap/56*
Martin Solow Creative Service Inc., NYC. *1 Jl/57*
Squillace & Squillace Advertising, Vineland, NJ. *11 Mr/30*
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Swink Assoc., Columbus, Ohio. *2 D/70*
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Tyson & Partners, Philadelphia. *5 Ag/39*
Lawrence Weitzner Assoc., NYC. *2 D/69*
Welsh, Cox & Burch Advertising, Los Angeles. *2 S/41*
Gary White Advertising, Portland. *16 D/38*
Gaynor Wrango & Partners, NYC. *15 Jl/50*

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Agency people problems: You, too, can handle them this new, easy way. J. McGlone. *4 Mr/33*
Motivating trim staff is most important task: Y&R's Jim Makrianes. *18 Mr/46*
Enter: The new and improved advertising director. D. Deutsch. *22 Ap/54*
Psychological approach calms intra-agency feud. *6 My/66*
Help stamp out people trouble at agencies. J. McGlone. *20 My/87*
Art-copy creative ad teams often overrated, XPO I hears. *17 Je/72*
Creative talent: Don't buy it, grow your own. A. Kroll. *24 Je/43*
Account men 'unique blend' says Nichols. *21 O/72*
Account exec now 'business manager,' AA Workshop told. *18 N/2*
Elliott asks ad reforms, better use of personnel. *25 N/10*
Account exec changeth. Editorial. (Account people of today are pivotal people in ad agencies.) *25 N/12*
Agencies decry 'bloodbath' rumors. B. Donath. *16 D/84*
What it takes to become an adman — as admen see it. W. Cather. *23 D/17*
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Kert agency sets franchise network for retail accounts. *25 Mr/118*
Retail media mix as it looks to an agency man. I. Barnett. *30 S/28*
Retail advertising, restless giant, gets itself moving. S. Fogelson. *30 S/29*
ADVERTISING AGENCIES—SALES PROMOTIONS
Agencies trending toward more promotion work, Four A's finds. *8 Jl/20*
Promotion work by agencies to increase, 4A's survey indicates. L. Haugh. *4 N/41*
Q: What's wrong in promotion? A: Too little talent, it seems. L. Miller. *11 N/49*
ADVERTISING AGENCIES—SELECTION PROCESS
Agency presentations often are ego trips, art group told. *22 Ap/40*
Don't dump your agency and hate yourself tomorrow. R. Prentice. *10 Je/40*
Having facts key to search for new clients, execs hear. *24 Je/28*
Bungled presentations costly, client-siders tell Workshop. *29 Jl/4*
How to decide if you need a full service agency. H. Schachte. *28 O/46*
How to pick the right agency (or account). W. Stewart. *16 D/51*
ADVERTISING AGENCIES—STOCKS
Bergin keeps BBDO stock, but will compete at SSC&B. *4 F/20*
McCaffrey 'private' bid not considered a trend. *11 F/1*
Tracy-Locke rejects return to private ownership. *18 F/8*
Merrill Lynch predicts grim future for agency stocks in latest analysis of industry securities. FTR. *25 F/8*
McCaffrey makes offer for publicly-held shares. LMN. *25 F/163*
Publicly-owned agencies see strong future, new income sources. J. Elliot. *11 Mr/44*
McCaffrey extends its tender offer deadline. LMN. *18 Mr/1*
Wells, Rich tells stockholders 1974 profit picture good. *18 Mr/18*
Tracy-Locke buying back some shares. *8 Ap/8*
Public agencies falter during 1st quarter '74 no quick upturn seen. B. Donath. *6 My/1*
Doremus first quarter down from 1973. *6 My/10*
Outlook bright at JWT, O&M, shareholders hear. B. Donath. *20 My/8*
Profit outlook hazy, report Grey, FC&B. *3 Je/28*
Phillips/Alogna quarter profits rise. *10 Je/52*
DDB, WRG talks highlight differing problems. B. Donath. *17 Je/1*
Cockfield profits down, revenues up in 1973. *17 Je/88*
WRG reports record quarter. LMN. *17 Je/123*
Public shops 2nd quarters indicate '74 a trying year. *29 Jl/8*
Four A's survey shows profit rations rose in '73. *5 Ag/2*
O&M, JWT post better showing in 2nd quarter. *5 Ag/8*
Four A's agencies costs, profits, 1964-1973. *5 Ag/46*
Grey posts profit gain, Needham, FC&B down. *12 Ag/61*
Wells, Rich quarter income, billings up. *2 S/45*
WRG's private bid seen good for shop, not stockholders. B. Donath. *9 S/1*
The money for agencies is not on Wall Street. Editorial. (Agencies are better off avoiding the glamour of public ownership and Wall Street prestige.) *16 S/10*
Investor is No. 1 Interpublic holder; thinks agency stocks are dandy buys. B. Donath. *23 S/3*
WRG files private bid with SEC. LMN. *7 O/99*
Private bid: 'Can Mary pull it off?' *14 O/1*
WRG's bid to 'go private' weakens all agency stocks. Editorial. (WRG's offer to go public raises serious questions about agencies' inability to earn direct returns to capital invested in business.) *28 O/12*
O&M reports earnings rise, int'l hampers JWT quarter. *11 N/2*
Current heavy trading on WRG stock indicated buyback to be success. B. Donath. *11 N/3*
SEC member raps trend to going private. *18 N/1*
Wells, Rich stockholder files suit to halt agency's 'going private' bid. *25 N/2*
BBDO to buy its own shares. *25 N/53*
Judge's order doesn't slow WRG 'offer.' B. Donath. *2 D/2*
Court lifts hold on WRG offer. *9 D/73*
Judge delays decision on WRG appeal. *16 D/8*
JWT announces dividend cut, and nine-month loss. FTR. *23 D/8*
WRG extends 'going private' offer to Jan. 3. FTR. *23 D/8*
Needham moving to repurchase outstanding shares. LMN. *30 D/1*
WRG assured of success in buy-back bid. B. Donath. *30 D/12*
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Alberto pulls in on allowances. *28 Ja/4*
Minimum-performance co-op hurts small retailer: ACB exec. *11 Mr/18*
Trade deal spending tops grocery product ad dollars, SMI told. L. Doherty & M. Block. *20 My/20*
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Ohio ACLU seeks lift of suburb political ad ban. *14 Ja/28*
Ohio widens utility ad ban to electrics. *14 Ja/66*
Ohio Edison stops all ads after state ruling. *21 Ja/4*
WCBS-TV withdraws Paramount commercial because of protests from Jewish leaders. FTR. *4 Mr/8*
Nets spurn Phillips tv spot; Amoco sets 'checkers' drive. *11 Mr/1*
Car/Puter charges 'RD' conspiracy for refusal of ad. *1 Ap/60*
Peppard spots urge wires to leaders; some stations balk. *29 Ap/79*
Must accept impeach ads, court rules. *29 Ap/80*
Many gripe at proposed ban on premiums; Quaker likes it. *10 Je/1*
See fast showdown on Engman's call for premium ad ban. S. Cohen. (Covers some of the major speeches at the AAF meeting.) *10 Je/1*
'Newsweek', 'Time' shun bid for pot ad. *17 Je/8*
Stage is set for premium ad ban battle. *17 Je/124*
Engman softens demand for children's premium ad ban. *24 Je/1*
FTC to ask comment on tv premium ban; other media studied. *1 Jl/1*
Bike Brief ad makes media itchy. *1 Jl/27*
Ad industry readies fight on tv ad ban of premiums. *8 Jl/2*
NPSE labels premium ban as 'excessive.' *12 Ag/61*
FTC ban proposal hurting sales, says premium group. *26 Ag/196*
Public split on proposed ban on tv premium ads. J. Revett. *2 S/15*
Pa. boards abound despite legal ban. *9 S/30*
Seaboard Advertising asking for consideration of new methods of outdoor advertising. Adbeat. *9 S/88*
See growing pressure to ban wine, beer spots. M. Christopher. *30 S/6*
Canada's Lalonde sees possible tv beer ad ban. N. Cotter. *7 O/28*
Pres. Ford asks for review of government imposed cigaret regulation. LMN. *21 O/99*
Need documentation on kids' premium issue researcher tells meet. N. Green. *28 O/3*
Pres. Ford asks for evidence before recommending cigaret ad bans. FTR. *28 O/8*
Impending ad ban by AMA draws sharply differing views. *4 N/90*
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Polaroid boosts '74 consumer ad budget. LMN. *14 Ja/1*
The settling down of America. Editorial. (Despite the shortage-inspired gloom, business is going on as usual; examples of ad budget increases cited.) *21 Ja/16*
INAE hears food exec give encouraging news: 'We're back on ad track'. V. Adams. *4 F/3*
Big advertisers not cutting ad budgets in energy crunch. AA Roundup. (A look at how 33 of the leading national advertisers are handling ad budgets in light of the energy crisis.) *4 F/27*
Food retailers plan boost in ad spending. Adbeat. *4 F/53*

STP drops cars, racing team. *4 F/54*
Amer. Motors boosts budget for 1974 ads 10% to 15%. *11 F/2*
Ford shifting ad funds to small autos; Iacocca may pool divisions' efforts. R. Gray. *18 F/1*
Florida Citrus hikes grapefruit adverising budget. *11 Mr/12*
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British food subsidies may crimp ad budgets. M. Kallenbach. *1 Ap/3*
Mattel eyes grownups; hikes ad budget 20% *22 Ap/1*
Mass retailers' broadcast dollars increased in 1973. *22 Ap/23*
Heinz doubles '74 ad budget to support its consumer line. N. Giges. *29 Ap/3*
Ad budget hike of 10% is a must, ANA advised. *13 My/1*
Don't cut back ads: Lavin. *3 Je/62*
Cutback moves must fit buyer needs, group told. *10 Je/32*
Beatrice will increase ad spending 10%. *17 Je/123*
Michigan Bell cutting back, but not on ads. R. Gray. *1 Jl/58*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
Value ads coming, but spending cuts not on the horizon. AA Roundup. *12 Ag/2*
Hershey slashes ad budget to fight soaring costs. N. Giges. *12 Ag/2*
Wholesalers boost ads for hardware. *9 S/76*
Canadian ad budgets may become inflation victims. *14 O/78*
Kershaw sees 10-second spot ruling airwaves in ten years. J. O'Gara. *4 N/1*
GM expects first-quarter ad spending cut: Smith. LMN. *11 N/1*
Budget outlook for 1975 is promising, sample survey finds. AA Roundup. *18 N/1*
W-L will hike ad budget to keep sales rising. *25 N/53*
U.S. retailers making cuts — but ad budgets are unscathed. L. Baltera. *9 D/1*
Amana plans 20% ad boost. *9 D/6*
ANA, 12 companies join in business ad spending study. *9 D/74*
Stock analysts see increases in advertising volume for '75. B. Donath. *23 D/3*
Study finds ad cuts hurt sales. *23 D/30*
Kodak '75 ad budget equals '74 spending. *30 D/32*

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Nixon gives impetus to ad disclosure. *28 Ja/1*
FTC, NARB ponder wider roles as energy ad claims proliferate. S. Cohen. *28 Ja/16*
FTC issues revised ad substantiation procedure. FTR. *28 Ja/8*
NARB panel says sugar's 'good food' ad misleading. *11 F/1*
Bristol-Myers claims FTC's ruling on Dry Ban ads 'verges upon libel.' *11 F/3*
FTC's Rosch says agencies accountable for ad claims. *4 Mr/3*
FTC eyes mpg claims; NARB issues ad guides. *11 Mr/1*
NAD, NARB 'surprised' by Mobil stance on data. *15 Ap/1*
FTC arrives at consent order agreement with Whirlpool on ad claim for air conditioners. FTR. *22 Ap/8*
FTC ponders appeal to Dry Ban order; may be too abstract to enforce. *29 Ap/2*
NARB panel 'regrets' AHP data refusal. *6 My/3*
Du Pont seeks Schick data. *13 My/93*
Substantiation for pet food claims is on public record. LMN. *13 My/93*
Lambert-Kay drops claims for flea collar in settlement. N. Giges. *13 My/98*
Nader & group propose revision of radial tire claims concerning better gas mileage. LMN. *27 My/63*
NARB votes to disclose ad substantiation. *10 Je/2*
Ford, JWT agree to FTC ad strictures. *17 Je/8*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
FTC moves against gas mileage claims of top auto makers *5 Ag/2*
Ad claims: How's that again? Beware of asterisk disclaimers. R. Gilbert. *5 Ag/28*
Group asks 'truth' law, cites movie book ads. *9 S/4*
The unkindest cut. Editorial. (Fleming Bottle & Jug Cutter tv commercial shows that media should be aware of products and their ad claims before allowing misleading advertising to be exposed.) *9 S/16*
FTC consent rulings unfair to advertiser, Ford claims. *28 O/71*
FTC settles GM dispute, but presses Chrysler on its gas economy claims. *4 N/2*
Car, tire performance claims not typical, makers tell FTC. *18 N/4*
Avis ads aim at Hertz with a new No. 1 claim tactic. *9 D/66*
Shampoo execs balk at FTC data interpretation. *16 D/78*
Chevron ads misled, played on 'anxieties': FTC. *23 D/1*
Appeals likely after FTC's Chevron rule. *23 D/31*
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ADVERTISING CLUB OF DENVER

Suit against Denver review board called threat to all self regulation. *18 N/2*
Self regulation on trial. Editorial. (Advertising Club of Denver is one example that indicates self-regulation or government regulation are not cure-alls for industry guidelines, but both can remove some irritants.) *25 N/12*

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Dem. won in Michigan with tv-less ad campaign. F. Danzig. *25 F/4*
Minimum-performance co-op hurts small retailer: ACB exec. *11 Mr/18*
Barbara Proctor's definition of the ad function: Helping client, consumer touch base. *25 Mr/106*
N.Y. Adclub cancels recruit week as agencies adopt a leaner look. B. Donath. *8 Ap/4*
Trains need image revamp, group hears. *29 Ap/79*
Greet foreign ad expertise as new resource, says Ney. *13 My/27*
Raasch elected. (Milwaukee Adclub) *20 My/82*
'Uncertain consumer' shifts marketing tenets: Mackey. *27 My/56*
Ft. Worth ad club elects. *10 Je/24*
Men portrayed badly in ads, woman ad exec tells adclub. *17 Je/88*
N.Y. ad women elected. *1 Jl/30*
Washington ad club awards ADDYs. *8 Jl/10*
Humphrey takes eight (Hatch awards). *8 Jl/59*
Poor Richard elects. *8 Jl/64*
Boston adclub elects. *12 Ag/61*
Grand Rapids ad group selects new officers. *19 Ag/42*
LAAW elects officers. (Los Angeles Ad Women) *26 Ag/214*
Metropolitan New York ad review board names chairman. LMN. *23 S/111*
Boston Ad Club had integration role. *14 O/41*
Kansas City ad, pr groups form council. *21 O/26*
Suit against Denver review board called threat to all self regulation. *18 N/2*

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Media shop split to form ACI and SMY services. *10 Je/29*

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Are admen destroying the language? T. Rowan. *22 Ap/62*
Stop that grinning housewife. J. O'Toole. *3 Je/45*
Little words have big drawing power in direct mail and print advertising. M. Ross. *8 Jl/40*
Formula for easy reading: Use five-letter words. M. Ross. *11 N/50*

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NH&S forecasts media costs to 1980. *11 F/22*
Higher ad costs cited by U.S. in media cross-ownership case. J. Revett. *20 My/3*
How (how much) you should pay for good industrial advertising today. R. Poey. *17 Je/24*
New standardized bid form tells it all. A. Bellaire. *24 Je/48*
NAB defends ad pricing in cross-ownership case. *29 Jl/53*
Newspapers two-rate policy, mass appeal need revamp. *29 Jl/49*
Lament of WRG's boss Mary: Higher prices mean dull ads. *7 O/56*
Detroit gearing for ad counterattack to battle sales slump. R. Gray. *28 O/1*
Study cites social pressure as villain in spiraling ad cost. *11 N/19*
Financial report system for agencies set by Crain. *2 D/10*
It's time to slash costs these ways. B. Stone. *9 D/44*

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Shortages hit Ad Council; small-space ad usage up. *1 Ap/28*
Ad Council solvent for '73. *29 Ap/59*
Harris joins Ad Council. *10 Je/29*
New nutrition ad offer short of FTC staff goal. *12 Ag/8*
Ad Council taps execs to head committee. *9 S/82*
Groups await direction for anti-inflation ad tack. *16 S/90*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*

New ads to carry 'WIN' theme; button donations are rolling. *14 O/3*
Ad council's free-tv 'lock' scrutinized. *28 O/72*
Religion support starts. *11 N/69*
Ad Council's new nutrition & health campaign advertising with help of Cookie Monster. Adbeat. *18 N/202*
WIN ads sytmied by cash shortage. J. Revett. *25 N/1*
Dems attack Ad Council's WIN ad plans as 'partisan'. *2 D/3*
White House WIN ad plan losing steam. *9 D/3*

ADVERTISING COUNSELORS INC.

Fuglestad buys Advertising Counselors Inc. *16 S/55*

ADVERTISING—CRITICISM OF

Advertising lowers effectiveness in today's 'quick-buck' era. W. Tyler. *6 My/54*
FTC priority is getting full info, facts in ads, Engman tells lawyers. *19 Ag/4*
Butz hits 'flashy advertising.' *16 S/92*
Canada consumer chief hits ad role in economy. *30 S/8*
Can 13 letters kill your campaign? Check the source — you may stand pat. H. McMahan. *28 O/42*
Ad complaints fell 15% in first half, CBBB report says. *11 N/76*

ADVERTISING CUTBACKS

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ADVERTISING EDUCATION

Ad tyros hear outlook is dim at N.Y. agencies. B. Donath. *11 F/4*
Open Doors Publishing aims booklet about New York City ad business at elementary students. Adbeat. *18 F/70*
Progress in the classroom. Editorial. (AA lauds a NYC Board of Education booklet introducing advertising as a career to students.) *11 Mr/14*
N.Y. Adclub cancels recruit week as agencies adopt a leaner look. B. Donath. *8 Ap/4*
Can the kids 'break in'? Editorial. (Young people trying to break into advertising must not be discouraged by the cancellation of 'Inside Advertising Week' but should embark on informal sessions with prospective employers.) *15 Ap/14*
Open Doors Publishing booklet a huge success, charges follow high demand. Adbeat. *29 Ap/72*
Canada ad course set. *6 My/35*
Basic people knowledge is key to good ads, Elliot says. *3 Je/12*
Group tells FCC: Put ad education into kid tv shows. J. Revett. *29 Jl/2*
Need savvy account people? Zeigler plan: Start a school. *7 O/30*
Student ad kit a hit: P&G. *18 N/218*
Good guys welcome Jock. S. Bernstein. (Jock Elliot, in a 4A's speech, suggests that admen shouldn't encourage students to study advertising). *9 D/16*
What it takes to become an adman — as admen see it. W. Cather. *23 D/17*

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Which ad attracted more readers? J. Rock. (Readership scores of 4 Gaines-burger ads.) *21 Ja/51*
Like a rolling stone. Editorial. (Those who have a product the public wants and know how to promote it have no worries even in hard times; one-time Dylan concert ad cited.) *4 F/14*
Wesley, little black box back testing ad stimuli. H. Bernstein. *18 F/26*
ANA group hears execs question effectiveness of certain ads, research. *4 Mr/2*
Is your multi-media campaign smorgasbord or balanced diet? B. Stone. *1 Ap/39*
You, too, can find success by running an ad contest. M. Grayson. (The story behind the safety belt 'stupid' campaign.) *6 My/51*
Merrill Lynch's Bullish on America campaign produced 18% increase in top-of-the-mind awareness in '71-'72. Adbeat. *13 My/89*
Creativity is great — but only if it sells, Hampel tells AAF. J. Graham *10 Je/3*
'Move our tail' ads work: Continental. *10 Je/16*
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
Ads can't be lax, Rockwell head warns. (Comments on media development given at Media Day program.) *23 S/46*
New Axiom study to probe magazine ad effectiveness. *7 O/8*
Entertaining ad may not be best, Jones tells group. *7 O/79*
Research what's wrong with your ads to make 'em right. T.V. Byor. *21 O/60*
Things to know about research and excess power of large groups. A. Politz. *4 N/59*
Steal this column . . . fill in the blanks and send it to us with your comments. W. Robinson. (Comments on print ads of sales promotions.) *25 N/37*
Ad efforts can alter health habits, Stanford study finds. *9 D/36*
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ADVERTISING EXPENDITURES

See 100 Leading National Advertisers issue Aug. 26, 1974. In the issue: the nation's top advertisers, their ad expenditures, media mix, sales, profits and share of market for leading brands.
Newcomers were 4th quarter's top tv spenders. *25 Mr/21*
Spot tv total $1.5 billion, 8.6% over '72. *1 Ap/2*
Fourth-quarter ad outlay was better than expected. R. Coen. (Final 1973 figures.) *8 Ap/56*
Net tv '73 revenues top $2 billion. *15 Ap/6*
LNA leaders hike spending 6% for 1973; fuel in big dip. *29 Ap/2*
Top 100 national advertisers in 1973. *29 Ap/67*
National ad index up for early '74. R. Coen. *13 My/60*
Business press ad revenues up 10% in '73. *10 Je/26*
Spot rates dip in 1st quarter TvB reports. *1 Jl/3*
Ad spending rises 5% in quarter over 1973. R. Coen. *8 Jl/57*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
The top 100 national advertisers of 1973. Chart. *15 Jl/82*
Ad volume in '74 expected to approach $26.5 million. R. Coen. (Includes estimate of '74 ad volume, revised ad volume for 1971-1973, and outlook for '75.) *12 Ag/3*
Spot tv posts modest gains. *19 Ag/51*
Top 100 national advertisers hike ad total to $5.68 billion. *26 Ag/1*
Retail ad spending by top 50 well over $2 billion in 1973. L. Haugh. *30 S/3*
Top 25 in retailing in 1973. *30 S/30*
Supermarketing's top 25 in 1973. *30 S/32*
Percentage of sales invested in advertising in 1971-72. *30 S/76*
Speciality advertising sales up in '73. Adbeat. *7 O/94*
Expect '74 ad volume rise of 4.5% if fourth-quarter spending holds. *4 N/1*
6% ad spending rise estimated for 1974. *11 N/52*
Budget outlook for 1975 is promising, sample survey finds. AA Roundup. *18 N/1*
National magazine advertising revenue. Chart. *18 N/32*
Magazine revenue by industry class. Chart. *18 N/36*
The 100 leading magazine advertisers of 1973. Chart. *18 N/68*
'75 ad volume may top $28 billion, following 5.9% increase for 1974. R. Coen. *16 D/cover*
Advertising volume in the U.S. in 1973 and 1974. *16 D/23*
Stock analysts see increases in advertising volume for '75. B. Donath. *23 D/3*

ADVERTISING FORECASTS

See Dec. 17, 1973 for '74 forecast.
See Dec. 16 issue for '75 forecast.
Agency execs see signs of optimism amid energy gloom. *7 Ja/2*
Curbs, other problems will make '74 hard on Canadians. *14 Ja/14*
NH&S forecasts media costs to 1980. *11 F/22*
AAAI members expect higher billings this year. *11 Mr/22*
Media men's verdict on '74 1st quarter: Upbeat. AA Roundup. *18 Mr/4*
Income of new families will outpace rest of U.S. *29 Ap/62*
Southwestern shops get look at the '80s. *13 My/39*
Blair expects smaller rise in b'cast income. *10 Je/54*
Media hopeful on second half: see light budget hikes. AA Roundup. *15 Jl/1*
Value ads coming, but spending cuts not on the horizon. AA. Roundup. *12 Ag/2*
Rec groups to stop fuel forceasts in promotional ads. *12 Ag/27*. See also *5 Ag/3*, FTR.
Kershaw sees 10-second spot ruling airwaves in ten years. J. O'Gara. *4 N/1*
Interlock of mass media, public mores can lead to vicious circle, ANA told. R. Crain. *4 N/3*
Greenland to Ford: Set up U.S. market director post. R. Gray. *11 N/73*

Budget outlook for 1975 is promising, sample survey finds. AA Roundup. *18 N/1*
Drug billings outlook varies; collateral up. *2 D/24*
How do you follow an act like '74? Probably with fingers crossed is best. S. Cohen. *16 D/16*
Stock analysts see increases in advertising volume for '75. B. Donath. *23 D/3*
'75 won't be all bad. Editorial. (Advertising programs can help 1975 be optimistic, by offering quality goods and services at sensible prices.) *23 D/6*
Guides for a saner '75: Maturity, awareness and far less double talk. S. Cohen. *30 D/8*
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ADVERTISING—FUTURE

Key in future communication is 'advocacy ads': O'Toole. *4 Mr/6*
Advertising of services, not products, will be the wave of the future. S. Unwin. *27 My/39*
Freedom of choice is best consumer weapon: Murray. *3 Je/24*
1984: The coming era of electronic communication. B. Colarossi. *3 Je/44*
Where advertising will fit in the future society. S. Unwin. *8 Jl/29*
K&E exec Tannenbaum predicts no change in agency business, but change in staff necessary. Adbeat. *23 S/107*
Advertisers and agency men examine magazines — today and tomorrow. C. Skoog. *18 N/184*
Advertisers: Don't let liberty become license. V. Royster. *9 D/41*
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ADVERTISING GUIDELINES

NBC opts for candor. Editorial. (NBC's release of guidelines for comparative ad copy should encourage formulation of industry standard by NAB & NARB.) *4 F/14*
Guidelines emerge as NARB rules out Fram ad 'puffery.' N. Giges. (Fram Corp. oil filter advertising found to be misleading.) *18 F/1*
DM/MA guidelines cover practices for marketers by mail. *25 F/165*
FTC eyes mpg claims; NARB issues ad guides. *11 Mr/1*
DM/MA is drawing guidelines for good business practices, concerning rental & use of names. FTR. *11 Mr/8*
ABC comparative rules stress test procedures. M. Christopher. *18 Mr/1*
NAD flushes Clorox claim. *18 Mr/80*
Four A's sets new comparative ad guidelines. LMN. *8 Ap/1*
Discontinued ads grow as NAD reason for settlement. *22 Ap/3*
Bloede urges Four A's: Tell industry's story to avoid more restrictions. (Covers major speeches made at the 4A's meet.) *20 My/3*
Ads must stress safety, first NARB report says. N. Giges. *24 Je/1*
FTC proposals on price ads toughen sale requirements. *24 Je/12*
Court holds magazine is blameless for fireworks ads. *8 Jl/4*
'Truth in Advertising' group mails revised Assn. of National Advertisers children's tv ad guidelines to sampling of people. Adbeat. *8 Jl/60*
Home furnishings industry sets voluntary ad guidelines. *8 Jl/62*
Canada adding premium guides to kid tv ad code. *15 Jl/86*
Admen can stress price to help curb inflation, Stein says. AA Roundup. *5 Ag/1*
Value ads coming, but spending cuts not on the horizon. AA Roundup. *12 Ag/2*
FTC attacked for 'weakening' deceptive price ad guidelines. *19 Ag/1*
FTC bigger warning size study may threaten cigaret ad future. *19 Ag/2*
Ten laws of advertising. A. Meyer. *19 Ag/34*
FTC cop-out. Editorial. (FTC conceding to water down guidelines, and tailor laws to suit the appropriate situation.) *26 Ag/12*
Ad groups mull moves as Britian sets guides. M. Kallenbach. *2 S/4*
Business men say ads should list faults, too. *9 S/76*
More advertisers use price, value themes to counter inflation. AA Roundup. *16 S/1*
Need a better plan. Editorial. (Consumer Product Safety Commission and other regulatory agencies need a neutral clearing house to decide on regulatory practices.) *16 S/10*
CAB rebuffs complaint, but NAD ad view differs. S. Cohen. *23 S/12*
Review board sets guides on comparisons. (Wine and beer industry, children's adv. and off-track betting.) *7 O/8*
Entertaining ad may not be best, Jones tells group. *7 O/79*
Deregulating competition. Editorial. (Lewis Engman sees in a time of inflation, some regulatory agencies and programs look less attractive to advertising and marketing people.) *14 O/16*
New Canada drug ad code limits claims, placement. *28 O/64*
Manufacturer guidelines set for household appliance ads. T. Rowan. *18 N/2*
British ad industry sets surcharge for financing broader control system. M. Kallenbach. *18 N/3*
Nutrition disclosure is big hitch in ad guides: Engman. *18 N/8*
Elliott asks ad reforms, better use of personnel. *25 N/10*
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ADVERTISING HALL OF FAME

Ray Rubicam, J. W. Young named to AAF Hall of Fame. *20 My/112*
Admen's fame goes fleeing on. S. Bernstein. (SRB honors the 65 members of the Advertising Hall of Fame.) *27 My/14*
Raymond Rubicam enters Ad Hall of Fame — blasts tv 'crime' and commercialism. R. Rubicam. *1 Jl/38*

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My times with Raymond Rubicam. D. Daniels. *7 Ja/41*
Great ads, ad greats star in new Draper Daniels book. *25 Mr/117*
Ogilvy scans 26 years of changes, subtle and profound, at 4A's meet. *20 My/1*
Field of industrial advertising—gets more competitive. W. Marsteller. *17 Je/23*
How Lasker maneuvered for Kotex ad acceptance in 'Ladies' Home Journal.' T. Adams. *17 Je/107*
Raymond Rubicam enters Ad Hall of Fame — blasts 'crime' and commercialists. R. Rubicam. *1 Jl/38*
Close shave, but Stirling Getchell charms Colgate with 'small-bubble lather.' T. Adams. *22 Jl/51*
Nostalgic peek at oldtime p.o.p. — a lesson in salesmanship. *12 Ag/41*
Fussing and fuming with Albert Lasker in the 30's Depression. T. Adams. *9 S/54*
The transition — magazines into marketplace in 50 years. E. Calkins. *18 N/152*

ADVERTISING, INDUSTRIAL

Sleepy clients still produce poor industrial ads: Chiat. *11 Mr/8*
Field of industrial advertising—gets more competitive. W. Marsteller. *17 Je/23*
What's needed: Action from the top down. M. Ziegenhagen. (Advice for industrial advertisers.) *17 Je/23*
How (how much) you should pay for good industrial advertising today. R. Poey. *17 Je/24*
Industrial ad role slated for expansion; service and audits will grow. A. Ries. *17 Je/24*
1973's Top 25 Industrial advertising agencies. *17 Je/52*
Help needed from business space rep. (With buying information sought by agencies.) *17 Je/58*
Industrial media buyers losing out at agencies. *1 Jl/12*
Agency exec says trade publishers misuse promotion. *8 Jl/45*
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3*. See also *9 D/68*, Adbeat.
ANA, 12 companies join in business ad spending study. *9 D/74*

ADVERTISING, IN-FLIGHT

Publishers of in-flight books to hold '73 level. *7 Ja/3*
TWA tunes in new revenue source: Commercials on in-flight programs. *8 Jl/3*
In-flight ads: Right or blight? Editorial. (Airline advertising and in-flight commercials do little to help fill empty seats on planes.) *22 Jl/12*

ADVERTISING INFORMATION SERVICES

AIS to pre-screen spots for three shops. *11 F/51*

ADVERTISING, INTERNATIONAL

Price rulings seen threat to Australian ad industry. L. Blanket. *18 F/71*
Britain's Liberal Party running newspaper ads; opponents say it's illegal. M. Kallenbach. *25 F/3*
Shortages mean ad opportunities, ABP told. S. Feldman. (Report on the ABP's winter conference on 'Publishing in a Shortage Environment') *25 F/6*
Filmed in Russia, Spokane Fair ads star Olga Korbut. *25 F/8*
Don't smoke if pregnant, U.K. poster drive warns. *25 F/148*
Israeli ad spending up in '73; inflation seen major factor. *25 F/149*
Shortages slowing British promotions. *25 F/158*

'BW' to run Russian insert. *11 Mr/6*
Prices seen new target of British government. M. Kallenbach. *11 Mr/2*
Argentinians shut daily for Exxon ad on ransom fund. *18 Mr/1*
Kodak, Polaroid set $1,500,000 Canadian efforts. *25 Mr/12*
Dentsu joins with Bluejay to film new Max Factor campaign. Adbeat. *25 Mr/103*
British food subsidies may crimp ad budgets. M. Kallenbach. *1 Ap/3*
Conceptrol U.K. ad effort uses outdoor for first time. *1 Ap/28*
C.L.M. Advertising Agency, Paris films commercial for Europe in Mississippi. Adbeat. *1 Ap/51*
How to get corporate identity behind the Iron Curtain. W. Landor. *8 Ap/43*
Local shops object to Australian govt's new agency. Adbeat. *15 Ap/62*
Watch that foreign market — everything changes. A. Stridsberg. 29 Ap/60
U. S. advertisers win some, lose some in foreign market. A. Stridsberg. *6 My/18*
Latest ad code troubles British consumer chief. M. Kallenbach. *13 My/23*
Greet foreign ad expertise as new resource, says Ney. *13 My/27*
Inflation, energy woe turn screw on Japan advertising. L. Link. *20 My/25*
Advertisers firm budgets, agencies trim payrolls in world energy snag. R. Bechtos. *20 My/25*
British admen tighten belts. M. Kallenbach. *20 My/25*
How Mr. Kipling won No. 1 in British packaged cake. M. Kallenbach. *20 My/26*
Australia's crisis is man-made; strikes supercede shortage. L. Blanket *20 My/26*
Direct satellite-to-receiver tv will spur Third World advertising. A. Stridsberg. *20 My/27*
Shortages cloud 1974 outlook for Canada advertising, economy. N. Cotter. *20 My/27*
How to cope with 'Tokyo Trauma.' L. O'Neill. (Japanese customs as they affect advertising.)*20 My/28*
Fuel and gas feast or famine cuts oil advertising in Italy. Wm. & Ann Carnahan. *20 My/38*
USSR hankers for U.S. trade, but goes slowly on ad use. R. Bechtos. *20 My/50*
Germans take oil crunch in stride, but agency profits off. B. Mussey. *20 My/70*
Greece plagued by rising media costs, inflation, dim-out. A. Rizopoulos. *20 My/76*
Industrial Development Authority, Ireland, begins tv advertising in U.S. Adbeat. *27 My/60*
Price of gas increases by 40% in Mexico; agency profits dip. S. Askinazy. *20 My/78*
IAA hears call to aid struggle for human rights. R. Bechtos. (Report on the 24th World Congress of the International Advertising Ass'n.) *27 My/1*
Price, not shortage is Brazil oil problem. J. Mazzone. *27 My/29*
Germans see ads as inflation fuel. R. Bechtos. *27 My/29*
Miltinational companies are constructive force: Hollender. R. Bechtos. (Report on the IAA World Congress.) *3 Je/3*
Quebec will go bilingual on outdoor boards. *10 Je/19*
Australian election stirs controversy over political ads. *10 Je/24*
Media mogul says Egypt set for foreign business. R. Bechtos. *24 Je/56*
Value of overspill media detailed in FC&B study. (Comments on FC&B Overspill Media in Europe study.) *24 Je/58*
U.K. dominates int'l Clios. *24 Je/72*
Soviets plan ads to boost Western trade. *1 Jl/55*
Conseil shop hikes client's sales via a new market segment . . . cats. R. Bechtos. *29 Jl/22*
Culture fit termed essential for effective international ads. (AA Creative Workshop session.) *5 Ag/3*
Danish advertising put under government rule. *12 Ag/61*
France breaks up radio-tv agency, sets separate units. *12 Ag/62*
Plan ad for Red China? Write it in modern Mao. R. Bechtos. *26 Ag/16*
Ad groups mull moves as Britain sets guides. M. Kallenbach. *2 S/4*
Australian unit blames ads for detergent prices. L. Blanket. *2 S/6*
China delegation visits Hoefer, Dieterich. *23 S/38*
Australia '73 as spending increase laid to rate hike. *23 S/38*
Iran's new oil riches spark growth of local and international marketing. R. Bechtos. *30 S/3*
As profits fall in France, so do ad budgets: FC&B exec. *7 O/99*
Australian law succeeds ad field's self-regulation. L. Blanket. *4 N/10*
Israeli admen study other media as dailies hike rates. *4 N/67*
'Ghosts' haunt E. Europe ad efforts, but area still promising, Soria says. R. Bechtos. *25 N/3*
Devaluation hits Israeli ads. B. Halpern. *25 N/22*
Governments will use more ads in future: JWT's Sutton. *2 D/65*
Asbach builds brand strength with quality theme. R. Bechtos. *30 D/3*
French crane manufacturer hoists teaser ad campaign. *30 D/4*
See also ADVERTISING AGENCIES—INTERNATIONAL

ADVERTISING, LOCAL
See Individual States

ADVERTISING, MISLEADING
Competitors hail NARB for Schick shaver ruling. *7 Ja/1*
Salada pulls ad objectionable to Colombian group; detente sought. *4 F/1*
NARB panel says sugar's 'good food' ad misleading. *11 F/1*
Guidlines emerge as NARB rules out Fram ad 'puffery.' N. Giges. (Fram Corp. oil filter advertising found to be misleading.) *18 F/1*
Let's expose misleading ads before consumer protectors can. W. Tyler. *18 F/52*
Salada settles ad suit with Colombian growers. *4 Mr/1*
'RD' cleared in B.C. false advertising case. *4 Mr/41*
EPA ratings lose favor for false ad suits. *29 Ap/1*
Beltone ads hit with FTC raise advertising complaints. FTR. *13 My/8*
Body Shaper company sued for 'misleading' weight ad. *20 My/82.* See also *19 Ag/51* and *26 Ag/215.*
FTC sets probe of hearing aid field. *3 Je/46.* See also *6 My/81.*
Consumerists seek Milk Board counter ads. LMN. *17 Je/1*
Ford, JWT agree to FTC ad strictures. *17 Je/8*
Publishers face stronger reaction for failure to call fraudulent ads. S. Cohen. *1 Jl/4*
NARB panel judges Hardee's Food System advertising as misleading. LMN. *1 Jl/55*
Block sues W-L for 'disparaging' denture cleaner ad. *1 Jl/59*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
NARB rules Carte Blanche comparison ads misleading. *22 Jl/16*
FTC continuing to move on ads by vocational schools. *22 Jl/16*
FTC unit asks stations help in monitoring ads. *29 Jl/2*
FTC moves against gas mileage claims of top auto makers. *5 Ag/2*
NAD questions ads of four; four others back up claims. *19 Ag/10*
Washington mysteries: FTC probe of STP ads and Granatelli's silence. *19 Ag/52*
FTC cop-out. Editorial. (FTC conceding to water down guidelines, and tailor laws to suit the appropriate situation.) *26 Ag/12*
Court rules Timme, tv spots for fake fur not misleading. *2 S/26*
Believe our ad? 'It ain't so!' (Ad for Fleming Bottle & Jug Cutter.) *2 S/38*
The unkindest cut. Editorial. (Fleming Bottle & Jug Cutter tv commercial shows that media should be aware of products and their ad claims before allowing misleading advertising to be exposed.) *9 S/16*
Andy Granatelli testifies to FTC about false ad complaints against STP. LMN. *9 S/85*
British adman's book is 'boring litany' of ad sins. M. Moskowitz. *16 S/20*
NARB panel rules Bethlehem coal ad may be misleading. *14 O/72*
NARB checking into new Hardee's spots. *21 O/80*
Hanes & L'Eggs Products files suit against Kayser-Roth for deceptive No Nonsense advertising. FTR. *28 O/8*
FTC consent rulings unfair to advertiser Ford claims. *28 O/71*
FTC settles GM dispute, but presses Chrysler on its gas economy claims. *4 N/2*
Southern Airways ad campaign ruled deceptive. FTR. *18 N/8*
Canada plans to expand policy on misleading ads. *9 D/26*
Chevron ads misled, played on 'anxieties': FTC. *23 D/1*

Appeals likely after FTC's Chevron rule. *23 D/31*
See also NATIONAL ADVERTISING DIVISION
NATIONAL ADVERTISING REVIEW BOARD

ADVERTISING NEWS OF NEW YORK
Fred Decker resigns as ANNY president. LMN. *15 Jl/85.* Correction: *22 Jl/63.*

ADVERTISING PEOPLE
My times with Raymond Rubicam. D. Daniels. *7 Ja/41*
Dr. Hiebert retires as Sterling chief — and adman. N. Giges. *18 F/4*
Ad people mirror vox populi on Nixon and Watergate. *8 Ap/10*
Raymond Rubicam offers some thoughts for admen. R. Rubicam. *15 Ap/41*
Ex-adman MacNelly top portrait artist. *6 My/35*
AA obit study reveals ad people's longevity continues to increase. M. Maples. *27 My/3*
How Lasker maneuvered for Kotex ad acceptance in 'Ladies' Home Journal.' T. Adams. *17 Je/107*
Nader idea for admen: Public service leaves. *24 Je/71*
Raymond Rubicam enters Ad Hall of Fame — blasts 'crime' and commercialists. R. Rubicam. *1 Jl/38*
No ad folks among 'Time's' 200. *15 Jl/4*
Close shave, but Stirling Getchell charms Colgate with 'small-bubble lather.' T. Adams. *22 Jl/51*
Ad execs differ on Ford, inflation. M. Christopher. *19 Ag/2*
Inclusion of admen in 'pre-summit' undecided. LMN. *26 Ag/1*
No sponsor pressure in Rather move: Admen. M. Christopher. *2 S/2*
Fussing and fuming with Albert Lasker in the 30's Depression. T. Adams. *9 S/54*
Ten who made advertising news in 1974. *16 D/cover*

ADVERTISING—POLICING
Safety unit says media should police 'hazards.' (CPSC asks print media to show more cooperation in weeding out ads for potentially hazardous products.) *18 F/2*
Safety chief to DMMA: Police ads or we'll act. *6 My/2*
Bug tv and reassure the public. Spector. *6 My/59*
FTC unit asks stations help in monitoring ads. *29 Jl/2*
Banks must review their advertising in time of credibility problem. Adbeat. *7 O/94*
New FTC powers will include fines, tough policing tools. S. Cohen. *16 D/1*
Promoting self regulation. Editorial. (Warranty/FTC Improvement Bill indicates Congress is eager to encourage self-regulation.) *30 D/6*

ADVERTISING PRESENTATIONS
'SPEC' is a bad word, but we made it work. J. Ure. (Comments on agency presentations.) *12 Ag/29*

ADVERTISING, IN-STORE
Ad Projections expands in-store ad system. Adbeat. *22 Ap/77*

ADVERTISING RATES, NEW
'Advertising Age.' *23 D/30*
'American Artist.' *19 Ag/6*
'Alive & Well.' *23 S/58*
'American Home.' *4 F/10*
'Better Homes and Gardens.' *11 N/73*
'Boy's Life.' *26 Ag/209*
'Co-ed.' *4 N/57*
'Columbia Journalism Review.' *5 Ag/43*
'Country Music.' *18 Mr/70*
'Electronic Component News.' *30 S/34*
'Esquire.' *12 Ag/8*
'Essence.' *16 D/68*
'Family Circle.' *16 D/70.* See also *20 My/107.*
'Family Weekly.' *21 O/76*
'Field & Stream.' *29 Jl/8*
'Financial World.' *22 Jl/56*
'Forbes.' *9 S/8*
'Fortune.' *16 S/89*
'Girl Scout Leader.' *9 S/41*
'Glamour.' *16 S/55*
'Golf.' *16 D/70.* See also *7 O/58.*
'Golf Digest.' *28 O/67.* See also *12 Ag/8.*
'Good Housekeeping.' *8 Ap/8*
'Horse & Rider.' *15 Jl/87*
'Image.' *27 My/66*
'Ladies Home Journal.' *30 D/12.* See also *3 Je/61; 23 D/8; 30 D/34.*
'The Lutheran.' *30 D/34*
'McCall's.' *16 D/70.* See also *16 D/81.*
'Mechanix Illustrated.' *23 D/30*
'Model's Circle.' *23 D/30*
'Money.' *10 Je/63*
'Mother Earth News.' *2 D/71*
'National Scene.' *15 Jl/87*
'New Times.' *2 D/71.* See also *4 Mr/49.*
'New York Magazine.' *22 Jl/40*
'New York Times.' *30 D/34.* See also *15 Jl/81.*
'The New Yorker.' *2 D/71*
'Newsweek.' *17 O/8.* See also *14 Ja/61; 6 My/81; 13 My/93*
'Newsweek International.' *4 N/24*
'Nutrition Today.' *18 N/217*
'People.' *20 My/107*
'Philadelphia.' *15 Jl/76*
'Playboy.' *2 D/71.* See also *25 N/49.*
'Psychology Today.' *1 Jl/55.* See also *14 Ja/22; 13 My/80.*
'Reader's Digest.' *11 N/4*
'Redbook.' *5 Ag/43*
'Rolling Stone.' *18 Mr/10*
'Saturday Review/World.' *5 Ag/8*
'Smithsonian.' *28 O/71*
'Southern Living.' *10 Je/19*
'Sphere,' the Betty Crocker magazine. *16 D/70*
'Sport.' *7 O/90*
'Sports Illustrated.' *25 N/46*
'Tennis.' *12 Ag/8*
'Tennis Gazette.' *23 D/30*
'U.S. News and World Report.' *28 O/58*
'W.' *7 O/75*
'Washingtonian.' *16 D/70.* See also *9 D/36*
'Woman's Day.' *23 D/30.* See also *17 Je/8*

ADVERTISING REGULATIONS
See ADVERTISING GUIDELINES
GOVERNMENT REGULATION
SELF REGULATION

ADVERTISING, REGIONAL
CBS to test demand for regional buys. *20 My/107*
NBC names Cramer chief of new regional sales test. *24 Je/72*
FTC, networks agree to 1-year regional ad test. *28 O/2*

ADVERTISING RESEARCH FOUNDATION
Media men seek research guides. Adbeat. *11 F/70*
ARF sends audit reports. *4 Mr/53*
ARF sends drafts of auditing reports to Simmons and Target Group for corrections and comments. LMN. *4 Mr/53*
ARF will submit audit for final revisions. LMN. *1 Ap/55*
Adv. Research Foundation waiting for Simmons' comments of draft before releasing Target Group Index. LMN. *13 My/93*
ARF criticizes Simmons, TGI reports. LMN. *20 My/107*
Admen study new ARF audit; report stings Simmons, TGI. J. Forkan. *27 My/3*
Simmons chief asks in-progress audit by ARF to reassure industry skeptics. J. Forkan. *3 Je/3*
ARF studying audit subjects, while considering continuation of Simmons/TGI reports. FTR. *3 Je/8*
Researchers differ on UPC information value. *5 Ag/16*
ARF seeking new president as Gerhold plans exit. LMN. *12 Ag/57*
ARF hopes to name successor to Pres. Paul Gerhold. FTR. *19 Ag/8*
New ARF audit devised; services will pay costs. *26 Ag/6*
Roll named to succeed Gerhold as ARF president. LMN. *4 N/1*
Simmons study, partially out, show some surprises vs. '73. *4 N/4*
ARF execs set plans for stronger leadership role. *11 N/10*
Variances in new Simmons data leave magazines baffled and angry. B. Donath. *18 N/1*
'Time' will back search for alternative research. B. Donath. *25 N/1*
'Time' seeks industry support in research beef. *2 D/2*
Public attitude toward research favorable, practitioners doleful. *2 D/2*
ARF votes new committee on research methods. B. Donath. *16 D/6*
ARF report finds no real evidence of distortion in Simmons study. *30 D/2*

ADVERTISING REVIEW BOARDS

Engman favors more review units. *21 Ja/56*
Home furnishings industry sets voluntary ad guidelines. *8 Jl/62*
Suit perils all local ad boards, says Denver group. N. Howard. *12 Ag/4*

ADVERTISING—ROLE

Panic-mongering and marketing. Editorial. (AA urges advertisers to counter rumor-inspired panic buying by rushing in with advertising to carefully advise the public of the true situation). *25 F/16*
Key in future communication is 'advocacy ads': O'Toole. *4 Mr/6*
Too much info in ads hurts consumer, advertiser: Wells. *4 Mr/57*
Cable tv ruling says ads hike prices. *11 Mr/1*
Crichton says back to basics ad field need. *18 Mr/12*
Advertising returns to first things first — sell the idea, then entertain. W. Tyler. *18 Mr/53*
Scattered, but together. Editorial. (When disaster strikes, like the N.Y. City building blast housing many promotion and production houses, the advertising community shows how close-knit and interdependent the industry really is.) *6 My/14*
Advertising of services, not products, will be the wave of the future. S. Unwin. *27 My/39*
Industrial ad role slated for expansion; service and audits will grow. A. Ries. *17 Je/24*
Ad role in teaching nutrition: Senate gets conflicting views. *24 Je/3*
Product advertising and consumer safety. (#1 in series of NARB's consultive panel reports.) *1 Jl/47*
The worm makes a surprising turn. Con-Sid-erations. (SRB comments on a Calif. legal suit filed by consumerists to legalize prescription drug advertising.) *8 Jl/14*
Where advertising will fit in the future society. S. Unwin. *8 Jl/29*
FTC priority is getting full info, facts in ads, Engman tells lawyers. *19 Ag/4*
Advertisers: Don't let liberty become license. V. Royster. *9 D/41*

ADVERTISING OF SERVICES

Epting raps outside services; says NSC building won talent. J. O'Connor. *6 My/1*
Always a need for talent. Editorial. (Lawrence Epting stresses continual need for outside services as advertisers expand programs, projects and campaigns.) *13 My/14*
Advertising of services, not products, will be the wave of the future. S. Unwin. *27 My/39*
Service growth can help advertising's poor image. Editorial. (Marketers should realize the opportunities available as the need for services grows.) *10 Je/10*
Industrial ad role slated for expansion; service and audits will grow. A Ries. *17 Je/24*
Where advertising will fit in the future society. S. Unwin. *8 Jl/29*

ADVERTISING SPOKESPEOPLE

Hamilton Beach sets steam iron spots with Zero Mostel. LMN. *7 Ja/53*
Phyllis Diller does spots for Woodhill Chemical rust remover. Adbeat. *7 Ja/51*
Del Labs expands Rev-Up; testing new ad approaches. (Peter Revson is spokesperson.) *14 Ja/32*
Aaron to bat for Magnavox. *28 Ja/4*
Aztec lotion goes national. (Billie Jean King as spokesperson.) *4 F/18*
Joe Namath advertising for Fieldcrest bath collection. Adbeat. *4 F/53*
Filmed in Russia, Spokane Fair ads star Olga Korbut. *25 F/8*
National Car Rental gets Rickles barbs — in tv spots. *25 F/12*. See also *11 F/65*, LMN.
Pearl Bailey talks chicken in Paramount Poultry drive *25 F/164*
Standards Brands, Bates to barter health tv series. (Peter Sellers as spokesperson.) *4 Mr/50*
Granatelli leaves, but trenchcoat lingers on. J. O'Connor. *18 Mr/3*
Snoopy signs up for dog treat line. *25 Mr/4*
Jerry Lewis produces, stars in Hasbro spots. J. Forkan. *25 Mr/118*
Ad drives set to hail Aaron homer record. *8 Ap/1*
What's up? Downs — for Ford, anyway. J. O'Connor. *8 Ap/6*. See also *11 Mr/57*, LMN.
Kay Ballard and Marty Feldman star in d-Con spots. Adbeat. *8 Ap/61*
Promoters already cashing in on Hank's record-breaking 715. *15 Ap/2*
Granatelli hits anti-Andy score; offers his own poll. *15 Ap/8*
BankAmericard plans 'More than Money' ads. (Dennis Weaver is spokesman.) *15 Ap/59*
Carte Blanche tells services in new drive. H. Bernstein (J. D. Cannon is spokesperson.) *15 Ap/64*
Peppard spots urge wires to leaders; some stations balk. *29 Ap/79*
Seven-Up rolls out sugar-free offering. (Storybook character, Goldilocks, is spokesperson.) *6 My/65*
Rust-Oleum to use Jonathan Winters for new spring ad theme. Adbeat. *6 My/78*
Neil Armstrong signs on as ad spokesperson for American Bankers Ass'n. Adbeat. *13 My/89*
Alka Seltzer ads feature Dali. LMN. *13 My/93*
Admiral breaks net tv drive for refrigerators, with Peggy Fleming. LMN. *20 My/1*
Sebastion Cabot & Bill Hinnat on tv advertising for Sun Life of Canada. Adbeat. *27 My/60*
Kevin McCarthy in ad campaign for Firestone. Adbeat. *27 My/60*
Kyle Rote Jr. named spokesperson for Texas Ford Dealers. Adbeat. *3 Je/57*
NBC Enterprises disappointed in response to "Peter Pan" traveling show with Cathy Rigby. Adbeat. *3 Je/57*
A. J. Foyt and Emilio Pucci appear in Rolex Watch USA ads. Adbeat. *10 Je/66*
Franklin Society mounting ad effort with spokesperson Don Adams. Adbeat. *17 Je/108*.
Perry Como to be GTE advertising spokesman. Adbeat. *1 Jl/53*
Candidate for sheriff in California using John Wayne outdoor posters for advertising. Adbeat. *1 Jl/53*
Tony Bennett advertising for Botany 500 menswear. Adbeat. *1 Jl/53*
Steve Allen tells Ford Mr. Know It All is his property. *1 Jl/60*
Joe Namath endorses Hamilton Beach appliances. Adbeat. *8 Jl/60*
Don Rickles advertising for Gillette Right-Guard. Adbeat. *15 Jl/87*
Dina Merrill & Coty division ended association. Adbeat. *5 Ag/39*
Hardee's will keep Elliot spots airing. (Cass Elliot as spokesperson.) *5 Ag/44*
Doc Severinsen advertising for Koss Corp. Adbeat. *26 Ag/206*
National Car Rental features Don Rickles in ad campaign. Adbeat. *26 Ag/206*
Mickey Mantle promotes Bow Wow dry dog food. Adbeat. *2 S/44*
A replica of Burt Reynolds football jersey being offered by Stokely-Van Camp. Adbeat. *2 S/44*
P&G's Josephine is down the drain. N. Giges. *9 S/1*
Newscasters on ABC available to do commercials. LMN. *9 S/85*
Jackie Stewart is ad spokesman for Aurora Products. Adbeat. *9 S/88*
Bobby Riggs as spokesman for K-R's Supp-Hose. Adbeat. *23 S/107*
Petula Clark to sing out for Burlington this fall. *23 S/116*. See also *27 My/24; 1 Jl/53*, Adbeat.
Cristina Ferrare spokesperson for Max Factor. Adbeat. *30 S/87*
Joe Namath resumes adv. for Hanes Hosiery. Adbeat. *30 S/87*
Johnny Roventini, bellboy, retires from Philip Morris advertising. FTR. *7 O/8*
Purex begins major ad push for PolyStik. (Rosie Grier as spokesperson.) *7 O/12*. See also *30 S/91*, LMN.
Faygo moves into Chicago Market. (Alex Karras as spokesperson.) *7 O/23*. See also *14 Ja/28; 18 Mr/12*.
Julius LaRosa doing spots for Korvettes & Clairol. Adbeat. *7 O/94*
Cathy Rigby advertising for Florida Citrus Commission. Adbeat. *7 O/94*
Magnavox contract affecting future of Hank Aaron. Adbeat. *7 O/94*
Busy Bill Cosby's ads for Del Monte, GF okay with both. *28 O/30*
Raquel Welch spokesperson for American Cancer Society. Adbeat. *28 O/67*
Norman Fell backs American Express on tv. Adbeat. *11 N/67*
Gregory Peck advertising for Travelers Insurance. Adbeat. *2 D/64*
Charles Nelson Reilly advertising for Rodeway Inns of America. Adbeat. *2 D/64*
What's an ex-lady plumber to do? As much as she can, Jane'll tell you. H. Bernstein. *9 D/3*
Schlitz signs Telly Savalas. LMN. *23 D/25*

SPOKESPEOPLE—GENERAL
FTC says everybody doesn't need milk; hits celebrity ads. *15 Ap/1*
Some famous spokesmen — and how to use them in ads. L. Plapler. *15 Ap/38*
When do you need a release? It all began with a flour ad. S. Diamond. (State privacy laws are explained citing cases of unauthorized uses of personal likenesses for commercial and advertising purposes.) (#1 of 3-part series.) *6 My/52*
Non-commercial CTW starts find the other side pays, too. J. Forkan. *29 Jl/12*
From soap seller to start and back again proves lucrative mix for actors. J. Forkan. *2 S/24*
ADVERTISING STANDARDS AUTHORITY
Asa moving to strengthen U.K. voluntary ad regulation. M. Kallenbach. *12 Ag/20*
British ad industry sets surcharge for financing broader control system. M. Kallenbach. *18 N/3*
ADVERTISING SUBSTANTIATION
See ADVERTISING CLAIMS
ADVERTISING VS. SALES
100 leader's advertising as per cent of sales. *26 Ag/28*
Percentage of sales invested in advertising in 1971-72. *30 S/76*
ADVICO—DELPIRE
D-F-S unit merges with Advico shop. R. Bechtos. *11 F/56*. See also *4 F/49*. LMN.
ADVOCACY ADVERTISING
Key in future communication is 'advocacy ads': O'Toole. *4 Mr/6*
Overstepping advocacy. Editorial. (AA concurs with John O'Toole's concept of advocacy advertising, but will not agree to smearing the media to foster the concept.) *18 Mr/16*
Advocacy ads necessary to balance press: O'Toole. *7 O/80*
AEROMEXICO
Aeromexico sets push. *6 My/71*
AEROPERU
AeroPeru begins advertising for NY to Lima air service. Adbeat. *25 N/56*
AEROSOLS
American Can girding for possible aerosol abandonment with Powr-Flo. *7 Ja/30*
West Coast drive set for Aeromist aerosol appliance. *18 Mr/18*
Schick Fresh Air Machine going national. Adbeat. *25 Mr/103*
Glamorene introduces Drain Power, aerosol drain clog remover. FTR. *8 Ap/8*
Consumer Product Safety Commission petitioned to ban aerosol damaging to ozone layer. FTR. *25 N/8*
Danger probes may force hair sprays to move out of aerosol packaging. L. Baltera. *16 D/1*
AFFILIATED ADVERTISING AGENCIES INTERNATIONAL
AAAI members expect higher billings this year. *11 Mr/22*
AGENCY FOR CONSUMER ADVOCACY
See CONSUMER PROTECTION AGENCY
AGRICO CHEMICAL CO.
Bishop readying moves to challenge lawn care leaders. *24 Je/20*
AIR BAGS
Allstate print ads push GM air bags. *21 Ja/2*
General Motors introduces air bag safety restraint system. FTR. *11 Mr/8*
AIRBORNE FREIGHT CORP.
NAD okays Exxon claim, rules against 3 advertisers. N. Giges. (NAD's January report). *18 F/3*
AIR CANADA
Air Canada ad raps American matinee flight. *24 Je/58*
AIR CONDITIONING & HEATING
Airtemp revives radio hits. *4 Mr/4*
Whirlpool agrees to FTC order of air conditioning claims. FTR. *22 Ap/8*
Borg-Warner promoting central air conditioning. Adbeat. *13 My/89*
GE sets air conditioner ad effort. LMN. *20 My/107*
FTC nears completion of air conditioner energy-use disclosure rule. LMN. *8 Jl/61*
National Union Electric Corp. mounts trade ad campaign for air conditioners. Adbeat. *25 N/56*
AIR FRESHENERS
Airwick liquid expands. LMN. *4 Mr/53*
Schick Air Fresh Machine going national. Adbeat. *25 Mr/103*
Drackett introducing Renuzit solid air freshner. Adbeat. *17 Je/108*
Airwick gets budget boost; ads start early. *21 O/80*
S. C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*
See also DISINFECTANTS
AIR JAMAICA
Air Jamaica's 'tropical birds' draws protest. *8 Jl/59*
AIR TIME INC.
Air Time Inc. exec warns of guarding against television prime time spot price pre-emptions. Adbeat. *1 Jl/53*
AIRLINES
Publishers of in-flight books to hold '73 level. *7 Ja/3*
American Airlines sets seat availability effort. LMN. *14 Ja/61*
Eastern Air Lines adds newspaper campaign to Florida. LMN. *14 Ja/61*
Continental begins flight campaign to Miami. FTR. *21 Ja/8*
Ethiopian Airlines sets ads despite no service to U.S. *21 Ja/54*
Continental moving its tail for more riders, awareness. H. Bernstein. *28 Ja/2*
Frontier Airlines and Hughes Airwest promote Mexican vacations. Adbeat. *28 Ja/57*
Continental's new ad campaign spurs stewardess debate. H. Bernstein. *4 F/2*
Northwest keeps its basic ad plan. *18 F/6*
Canadian Pacific Airlines breaks jet service campaign. Adbeat. *18 Mr/73*
Pan Am pushes tours. *18 Mr/82*
CAB order revising fare schedules will not affect marketing & advertising in major domestic airlines. FTR. *25 Mr/8*
Eastern ads 'believable' to employes. *25 Mr/116*
Olds' spring media include towelettes. (TWA contracts for towelette packages that carry Olds' ads.) *15 Ap/64*
British Caledonian ads urge dealing with travel agents. *22 Ap/48*
Finnair using spot tv, radio & magazines for ad campaigns. Adbeat. *29 Ap/72*
American Airlines using spot tv & newspapers for promotion of new design in 727. Adbeat. *29 Ap/72*
TWA readies new entrees for June test. *6 My/8*
Aeromexico sets push. *6 My/71*
Awareness of Lufthansa's Red Baron symbol is highest among consumers for all foreign airlines. Adbeat. *6 My/78*
Airlines resolve dispute over Pipeline Express theme use. *13 My/28*. See also FTR p. 8.
Pan Am files cross-claim suit with international air group, travel shop. *13 My/40*
American's summer travel ads spark stockholder jibe. *20 My/2*
Flying Empty. Editorial. (Airlines, with policy of empty seat/high fare flights, are not pleasing people's needs for convenient flights.) *20 My/16*
Airlines to repeat youth offer. *3 Je/24*
'Move our tail' ads work: Continental. *10 Je/16*
TWA and Pan Am seeking joint international flight advertising. Adbeat. *17 Je/108*
New National ads spark attacks against 'sexist' airline campaigns. B. Donath. *24 Je/2*
Air Canada ad raps American matinee flight. *24 Je/58*
United Air Lines begins new logo. Adbeat. *24 Je/72*
Airline ad flap stirring little official response. *1 Jl/6*
Alaska Airlines 'invitation' turns into an enemies list. *1 Jl/20*
Texas Int'l ads upgrading image get critic perusal. *1 Jl/60*
TWA tunes in new revenue source: Commercials on in-flight programs. *8 Jl/3*
Air Jamaica's 'tropical birds' draws protest. *8 Jl/59*
Pan American breaks new summer travel campaign. Adbeat. *8 Jl/60*
Sumo wrestler adopted as symbol for Japan Air Lines. Adbeat. *8 Jl/60*
In-flight ads: Right or blight? Editorial. (Airline advertising and in-flight commercials do little to help fill empty seats on planes.) *22 Jl/12*
JAL launches push. *29 Jl/53*
Olympic Airways resumes Greek service, ads say. *29 Jl/55*
PSA L-1011 debuts via media splash. *19 Ag/51*
Down, down and away . . . Editorial. (Airlines should develop more attractive travel packages to fill seats rather than jeopardize loss of business.) *26 Ag/12*
United readies ski promotion. *26 Ag/215*

New National 'Fly me' spots partly cleared by NAB unit. *2 S/2*
Pan Am pares market staff; outside promo unit expected. *2 S/3*
Heublein brand, airline ads top NOW booby prize list. *2 S/41*
Pan American decentralizes market arm. *16 S/89*
CAB rebuffs complaint, but NAD ad view differs. S. Cohen. (American Airlines misleading ad cited as example of consumerist desire for intervention by regulatory agency.) *23 S/12*
Stewardess group sets counter to 'sexist' ads. *23 S/62*
TWA denies shift in buying. *30 S/94.* See also *23 S/1,* LMN.
CAB airline regulation is 'anti-consumer': FTC head. LMN. *7 O/1*
TWA cool to patriotic tack in ads. *7 O/2*
New fall radio campaign for Lufthansa features Red Baron. Adbeat. *21 O/95*
TWA, Pan Am ad moves await route swap okay. *28 O/10*
National near NAB okay for new 'I'm going to fly you' ads. *4 N/2*
National's latest battle — free in-flight drink offer. *11 N/8*
U.K. airlines' ads lure cargo trade, business travelers. *18 N/22*
AeroPeru begins advertising for NY to Lima air service. Adbeat. *25 N/56*
Continental will continue to 'move its tail' in '75: Levine. *9 D/64*
United sets discount fares; other carriers to follow. LMN. *9 D/73*
Airlines seeking fare reductions, FTR. *23 D/8*
Congressmen urge lower air fare. LMN. *30 D/25*

AIRTEMP DIVISION
Airtemp revives radio hits. *4 Mr/4*

AIRWICK INDUSTRIES, INC.
Airwick liquid expands. LMN. *4 Mr/53*
Ciba folding Madison unit; Binaca goes to Airwick. LMN. *30 S/1*
Swiss order Madison Labs' demise. B. Donath. *21 O/3*
Airwick gets budget boost; ads start early. *21 O/80*

AITKIN-KYNETT CO.
Aitkin, Twynam agree. *25 F/158*
Aitkin, Perceval link. *7 O/87*

ALABAMA
Alabama students create ads. *26 Ag/207*

ALAN RADIO & APPLIANCE
Alan brings 'Jerry' ad tack to Chicago, and sales jump. *19 Ag/23*
Jerry fires his agency for giving others story. J. O'Connor. *30 S/1*
Agency disputes story of its split-up with JGE. *28 O/58*

ALARM SYSTEMS
Former burglar promoting Identifax computerized anti-theft system. Adbeat. *19 Ag/47*

ALASKA AIRLINES
Airlines resolve dispute over Pipeline Express theme use. *13 My/28.* See also FTR p. 8.
Alaska Airlines 'invitation' turns into an enemies list. *1 Jl/20*

ALASKA PIPELINE BILL
Travel agencies hit for ads promoting 'spiritual' voyages. *14 Ja/2*
Court's denial adds to FTC arsenal. *4 Mr/4*
Alaska pipeline bill gives FTC power over deceptive advertising. LMN. *27 My/8*

ALBA-WALDENSIAN INC.
Alba Sani-Terries pantyhose bow. *22 Jl/75*

ALBANESE, JOE
Albanese exits Grey for Callo & Carroll post. LMN. *8 Jl/1*

ALBERTO-CULVER CO.
Alberto pulls in on allowances. *28 Ja/4*
Dawn 2 touts pricing. *11 F/55*
Searle to spring super sweetener. *18 Mr/1*
Veron slated to succeed Miral in VO5. *29 Ap/78*
Alberto tests rollers. *3 Je/46*
Don't cut back ads: Lavin. *3 Je/62*
Alberto-Culver testing Beyond Belief hair set spray. LMN. *24 Je/69*
Alberto-Culver files suit over Gillette's Tame ad. *22 Jl/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/27*
Alberto tests Natural Farms ph balance shampoo. LMN. *26 Ag/209*
Alberto-Culver filing injunction to stop Gillette from running Tame cream rinse spots. FTR. *9 S/8*
Alberto-Culver testing new Helping Hands all-purpose cleaner. LMN. *9 S/85*
Alberto shifts accounts, but keeps P-K-G. M. Maples. *16 S/8*
Alberto tests Rango men's toiletries line. M. Maples. *4 N/2*
Alberto adds anti-trust to Gillette suit. J. O'Connor. *11 N/3*

ALBUMS
RCA releasing bluegrass music albums as summer promotion. Adbeat. *3 Je/57*
Brookville Marketing Corp. promoting "Elvis" album through direct marketing. Adbeat. *17 Je/108*
John Denver's "Back Home Again" is big with environmental publications. Adbeat. *8 Jl/60*
Big premium users strike up the band. *14 O/43*
Special Jazz Offer Ltd. running spots to promote albums. Adbeat. *14 O/116*

ALCOHOLISM
Two alcoholics cheer the column. S. Bernstein. *10 Je/10*
See growing pressure to ban wine, beer spots. M. Christopher. *30 S/6*
HEW probes press story on NIAAA-Grey meeting. *4 N/8*

ALLBRITTON, JOE L.
'Star-News' shareholders weigh bids. *15 Ap/2*
'Washington Star-News' gets financial boost by Joe Allbritton. FTR. *22 Jl/8*
Holders okay Allbritton buy of 'Star-News.' *30 S/94.* See also *23 S/8,* FTR.
'Star-News' reorganizes, taps Kaufman. *16 D/8*

ALLEN CARPETS
Allen Carpets & Levitz Furniture join in retail sales operation. Adbeat. *28 Ja/57*

ALLEN, GEORGE H. (author)
Ten magazine publishers who won top honors. *18 N/134*

ALLEN PRODUCTS CO.
Small size Alpo fights Mighty Dog. *18 Mr/77*

ALLEN, REYNOLDS & SMITH, KAPLAN
Renamed Smith, Kaplan, Allen & Reynolds, Omaha *22 Jl/40*

ALLISON & ASSOCIATES
Allison sets company. *22 Ap/28*

ALLSTATE INSURANCE COS.
Allstate print ads push GM air bags. *21 Ja/2*

ALLY, CARL, INC.
CAB okay given to Carl Ally for NYA board post. *13 My/58*
Western group told: Restore creative steam. *27 My/64*
Advertising must help solve world economic woes: Ally. *29 Jl/1*
Carl Ally forms GRM Communications. FTR. *26 Ag/8*
Carl Ally opens London office. FTR. *4 N/8*

ALTMAN, STOLLER, WEISS
Samuels leads line; Altman Stoller up. *29 Jl/34*

ALTMAN, VOS & REICHBERG, INC.
Altman, Vos gets Columbia House Needle Arts Society account. LMN. *1 Ap/55*

ALTO COMMUNICATIONS
TWA tunes in new revenue source: Commercials on in-flight programs. *8 Jl/3*

ALUMINUM CO. OF AMERICA
Alcoa to drop its foil wraps; Reynolds will stay in market. *26 Ag/8*

AMANA REFRIGERATION, INC.
Litton, Amana ads tout microwaves as energy savers. *11 F/54*
Amana plans 20% ad boost. *9 D/6*
Amana picks parade for ad launches. Adbeat. *30 D/32*

AMAR, LEROY
Body Shaper company sued for 'misleading' weight ad. *20 My/82* See also *19 Ag/51,* LMN. and *26 Ag/215.*

AMERICAN ADVERTISING FEDERATION
Diversity also serves. Editorial. (Although it is frequently important for the ad industry to speak with one voice, there are times when diversity serves an industry purpose.) *4 F/14*
Grey, Honig AAF West's top winners. *22 Ap/37*
Hard years for agencies, Elliott reports to AAF. R. Gray. *29 Ap/10*
Ray Rubicam, J. W. Young named to AAf Hall of Fame. *20 My/112*
AAF names six as ad women of year. *20 My/112*
See fast showdown on Engman's call for premium ad ban. S. Cohen. (Covers some of the major speeches at the AAF meeting.) *10 Je/1*
Creativity is great — but only if it sells, Hampel tells AAF. J. Graham. *10 Je/3*
Raymond Rubicam enters Ad Hall of Fame — blasts tv 'crime' and commercialsim. R. Rubicam. *1 Jl/38*
Self regulation nothing more than ad censorship; Shepard. M. Block. *7 O/3*
Six join ad federation. *7 O/87*

Suit against Denver review board called threat to all self regulation. *18 N/2*
GM exec says criticism is 'sophomoric hazing.' (Comments to the AAF western region conference.) *18 N/218*
Student ad kit a hit: P&G. (Comments to the western region AAF conference.) *18 N/218*

AMERICAN AIRLINES INC.

Amer. Airlines names Ross. *14 Ja/66*
AA sets seat availability effort. LMN. *14 Ja/61*
American Airlines tennis tourney set. Adbeat. *28 Ja/57*
American Airlines' ex-exec sentenced. *11 Mr/4*
American sets cargo ads. Adbeat. *8 Ap/61*
American Airlines using spot tv & newspapers for promotion of new design in 727. Adbeat. *29 Ap/72*
American's summer travel ads spark stockholder jibe. *20 My/2*
Air Canada ad raps American matinee flight. *24 Je/58*
American Airlines reports first half net profit. FTR. *22 Jl/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/28*
CAB rebuffs complaint, but NAD ad view differs. S. Cohen. (American Airlines misleading ad cited as example of consumerist desire for intervention by regulatory agency.) *23 S/12*
American Airlines plans distribution of in-flight kiddie coloring book. LMN. *14 O/109*

AMERICAN ASSN. OF ADVERTISING AGENCIES

TAB says proceed with caution on its data; weather causes cutbacks. *7 Ja/2*
Unified production form wins Four A's approval. *18 F/8*
Four A's to back NARB's 'tots' tv ad role. *4 Mr/1*
Speaker's Bureau doing well; Four A's. *25 Mr/107*
Task Force on Staggered Work Hours uses 4 A's mailing list in N.Y., asking agencies to stagger work hours to relieve rush hour burden. Adbeat. *1 Ap/51*
Four A's sets new comparative ad guidelines. LMN. *8 Ap/1*
Four A's units pick new officers. *6 My/16*
Western Four A's regional councils pick new officers. *13 My/27*
Ogilvy scans 26 years of changes, subtle and profound, at 4A's meet. *20 My/1*
Bloede urges Four A's: Tell industry's story to avoid more restrictions. (Covers major speeches made at the 4A's meet.) *20 My/3*
John Elliott heads 4A's. *20 My/114*
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
Creative Talent: Don't buy it, grow your own. A. Kroll. (Comments presented at the 4A's annual meeting.) *24 Je/43*
Agencies trending toward more promotion work, Four A's finds. *8 Jl/20*
Four A's survey shows profit ratios rose in '73. *5 Ag/2*
Four A's agencies costs, profits, 1964-1973. *5 Ag/46*
Elliot vows ad industry's support for inflation battle. H. Bernstein. (Review of 4A's Western conference.) *7 O/102*
Account men 'unique blend' says Nichols. *21 O/72*
Kershaw sees 10-second spot ruling airwaves in ten years. J. O'Gara. *4 N/1*
Promotion work by agencies to increase, 4A's survey indicates. L. Haugh. *4 N/41*
Greenland to Ford: Set up U.S. market director post. R. Gray. *11 N/73*
Elliot asks ad reforms, better use of personnel. *25 N/10*
Promotional deals vital buying decision factor, Four A's workshop told. *2 D/20*

AMERICAN BAKERIES CO.

Twice-as-Nice moves national; papers back. *7 O/76*

AMERICAN BANKERS ASSN.

American Bankers Assn. is sponsor for NBC's "Lincoln" show. LMN. *15 Ap/59*
Neil Armstrong signs on as ad spokesperson for Am. Bankers Ass'n. Adbeat. *13 My/89*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*

AMERICAN BRANDS INC.

American Tobacco Co. introduces Lucky 100s and Iceberg 100s, and agency assignments for other accounts. LMN. *18 Mr/77*
Philip Morris puts European smoke in U.S. test; Lorillard expands True. J. O'Connor. *8 Ap/3*
American Brands hits record despite problems. *8 Ap/18*
American Brands to test Super M cigarets. LMN. *6 My/1*
American Cigar tests Fridays, little cigars. LMN. *6 My/1*
Winston spending big to keep No. 1 position. J. O'Connor. *27 My/3*
Am. Tobacco introduces Pall Mall Gold 100's in new sealed package. LMN. *19 Ag/51*
Top 100 national advertisers 1973 marketing report. *26 Ag/34.*
American Tobacco moving Super M cigarets into NYC. LMN. *9 S/85*
Carlton sales spurs ad hike; RJR testing longer 'More'. *16 S/8*
Nine new brands of cigarets are battling in test market. J. O'Connor. (Also includes a chart of new cigarets in test.) *23 S/1*
Salem Extra menthol to challenge Kool leadership. J. O'Connor. (Progress on American Brands Super M cigaret.) *30 S/2*
American Cigar sets tv for Antonio products. *18 N/221*
True ads tout low tar, show 19 other brands. (Also, Philip Morris moves Benson & Hedges 100s national, and American Brands' moves Super M into further test markets.) *18 N/223*
American Tobacco moves Carlton brand to F. William Free & Co., NYC. FTR. *16 D/8*

AMERICAN BROADCASTING COS. INC.

ABC earnings rise. *11 Mr/50*
ABC comparative rules stress test procedures. M. Christopher. *18 Mr/1*
Billboard's 'Architectural Forum' is sold. B. Donath. *1 Ap/8*
'National Lampoon wins appeal upholding exclusivity of 'Lampoon' name. FTR. *13 My/8*
ABC finalizes Billboard deal. *1 Jl/28.* See also *24 Je/8,* FTR.
Women's magazines moving beyond kitchen. (Also, execs from NBC, ABC and CBS speak at AWRT meeting.) *4 N/30*

—ABC RADIO

ABC Radio seeks tv money with 'appleorange.' *1 Ap/4*
NBC, Mutual radio nets revise non-affiliate fare. J. Forkan. *11 N/20*

—ABC SPORTS

Ratings revealed for ABC-TV's sports series. Adbeat. *25 F/154*
Nets set sport buys; ABC wins Derby. J. Forkan. *17 Je/6*
Fred Williamson is first new tv season casualty. M. Christopher. *23 S/4*
ABC eyes female audiences as strong market for sports fare. J. Forkan. *11 N/3*
ABC wins out in net battle to sign Ms. King. *23 D/25*

—ABC-TV

Duffy says ABC-TV's first quarter sets record. *14 Ja/2*
ABC-TV sells '76 Winter Olympic sponsors. FTR. *28 Ja/8*
Brady on the move again? Appears edging toward tv. (ABC-TV readies a morning tv show.) *28 Ja/64*
Success sparks nets' plans for more fall kids' specials. *4 F/18*
Young adults return to tv: Is fuel crisis the culprit? M. Christopher. *18 F/2*
Talks could free Cavett's 'radical' show. *18 F/8*
Donald Foley resigns ABC-TV. LMN. *18 F/67*
TV movies cause nets headaches. *25 F/3*
Stars split CBS lineup; replacements abound. M. Christopher. *4 Mr/2*
ABC-TV still fussing with Cavett show, Stevens film. *4 Mr/8*
Fairness gone wacky. Editorial. (Fairness Doctrine need not be stretched to prevent the public from being exposed to varying ideas, all illustrated by ABC's Dick Cavett interview with radicals.) *4 Mr/14*
ABC-TV's "American Music Awards" draws high ratings. Adbeat. *4 Mr/49*
Sexy shows still raise many sponsors' hackles. J. Forkan. *11 Mr/3*
ABC comparative rules stress test procedures. M. Christopher. *18 Mr/1*
War-delayed specials set. *25 Mr/21*
'Primal Man' date not affected by airplane crash killing 31 staffers. Adbeat. *25 Mr/103*
'QB VII' to air on ABC. Adbeat. *8 Ap/61*
Fall ratings battle eyed as networks ready new offerings for kiddie tv. J. Forkan. *15 Ap/2*
Nets pick 31 new tv entries; many will have ethnic flavor. M. Christopher. *29 Ap/2*

Fall network tv buying pace is slow; American Home places $18 million. M. Christopher. *6 My/1*
ABC sets 'AM America' to vie for early viewers. *13 My/8*
Reruns again dominate tv summer fare. J. Forkan. *20 My/10*
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
Cautiousness prevails in fall tv buying. M. Christopher. (Includes unit prices for ABC's fourth quarter programs.) *3 Je/1*
Prices to go higher for most returning tv shows; a few fall. M. Christopher. *15 Jl/2*
Group tells FCC: Put ad education into kid tv shows. J. Revett. *29 Jl/2*
Ads pared for net coverage of resignation; NBC cut all. M. Christopher. *12 Ag/1*
Networks plan variety of specials to introduce new television season. M. Christopher. *12 Ag/3*
ABC 'Close-up' on workings of tv doesn't get close to major issues. *9 S/4*
NBC boss raps sponsor pullouts from 'Innocent'. M. Christopher. *16 S/1*
Tv specials attract fresh sponsors. J. Forkan. *16 S/3*
More sponsor pullouts; four drop 'Sex Symbol.' M. Christopher. *23 S/2*
Networks say sportscasters are now settled in — finally. *23 S/114*
Nets mulling remedies for ailing new fall programs. M. Christopher. *30 S/2*
Diller moves from ABC-TV to head Paramount Pictures. (Includes other top-echelon changes at major tv and movie companies.) *30 S/4*
ABC, CBS battle for lead in Saturday kiddie shows. *30 S/91*
M&M tv spot hits plague as tooth villian; ignores sugar. *7 O/1*
ABC Friday lineup revamp expected as ratings flounder. M. Christopher. *7 O/2*
Despite wave of tv sponsor pullouts, adult fare to continue, ad execs say. M. Christopher. *7 O/4*
ABC replaces sponsors for child molestation drama. LMN. *7 O/99*
Nets scramble to replace dying prime time fare. M. Christopher. *14 O/2*
Nielsen says Sinatra not a 'Main Event' for ABC. M. Christopher. *21 O/2*
CBS leads in daytime Nielsens. LMN. *21 O/99*
Nets picking combatants for January ratings trials. M. Christopher. *21 O/99*
Ad rates for ABC-TV program "AM America" quoted. LMN. *21 O/99*
CBS' Rhoda, Maude block ABC's NFL Monday rush. J. Forkan. *28 O/1*
Pierce gets job of taking ABC out of ratings hole. M. Christopher. *28 O/72*
Tv audience growth: It's in fringes, says NBC. J. Forkan. *4 N/3*
Freshmen shows star in Nielsen demographics. M. Christopher. *4 N/4*
ABC cancels two game shows, reshuffles others. LMN. *4 N/89*
'Poseidon' gives ABC-TV best week of new season. M. Christopher. *4 N/93*
Tv rating hypos can be a plus, some buyers say. M. Christopher. *11 N/73*
'Jeffersons' may carry top price tag. *18 N/2*
Net execs see comedy, half-hour format on rise. *18 N/3*
'Godfather' jolts Nielsens; NBC ratings climb. J. Forkan. *25 N/2*
Dick Cavett to leave ABC-TV Jan. 1. FTR. *25 N/8*
"AM America" shows high ad revenues. FTR. *2 D/8*
New Cher series sparks more mid-season shifts. J. Forkan. *2 D/74*
Spinoff rating successes seen perpetuating trend. J. Forkan. *9 D/2*
JD network suit revival doesn't cheer producers. C. Wingis. *16 D/2*. See also *30 S/91*, LMN; *25 N/56*.
Ad rates for children's tv programs may rise as time limits are cut back. M. Christopher. *23 D/3*
ABC's "Missles of October" drew good ratings and sponsors, but prompted lawsuit. FTR. *23 D/8*
20th Century-Fox Film sells 12 movies to ABC-TV. LMN. *23 D/25*

AMERICAN BUSINESS PRESS

Shortages mean ad opportunities, ABP told. S. Feldman. (Report on the ABP's winter conference on 'Publishing in a Shortage Environment.') *25 F/6*
Rowley gets Crain Award; ABP honors magazines. *25 F/161*
Some publishers mull dropping 2/10 discount. *15 Ap/3*
Salesmen cut back on auto travel: ABP. *15 Ap/49*
Marsteller is big winner at ABP awards. *6 My/10*
Paper woes to get worse, ABP informed. *13 My/2*
ABP elects Barbour and other officers. *13 My/30*
ABP reports rise in dollar volume for business publications in '73. FTR. *3 Je/8*
B-M led business advertisers in 1973; Sperry-Rand second. *10 Je/6*
Business press ad revenues up 10% in '73. *10 Je/26*
ABP will file a brief in support of USPS action revoking mail privileges for American Oil's pr magazine. FTR. *17 Je/8*
Growth plans hampered by costs, ABP survey finds. *7 O/49*
ABP sets deadline for Jesse Neal awards. *4 N/4*
Business press hit by inflation; but ad schedules hold or rise. T. Allen. *18 N/88*
Agencies, editors can help business, Blackett tells ABP. *18 N/220*
Study finds ad cuts hurt sales. *23 D/30*
ABP, B/PAA plan first joint award for business press. *30 D/30*

AMERICAN CAN CO.

American Can girding for possible aerosol abandonment with Powr-Flo. *7 Ja/30*
Labatt's Breweries introduces beer in American Can's press button can. Adbeat. *28 Ja/57*
Dixie Cups to SSC&B. FTR. *4 Mr/8*
American Can Co. seeks Jax buyer; Pearl interested. *17 Je/8*
American Can introducing new line of school beverage cups designed with riddles on the metric system. Adbeat. *17 Je/108*
Dixie to break 'Livin' Dixie style' drive. *24 Je/2*
Pearl acquires Jax; puts it at Bloom. *1 Jl/56*
Knock Knock cups move out via tv support. *16 S/24*
Home Testing sold to Brenner, Kaufman. *16 D/78*

AMERICAN CHICLE CO.

American Chicle brands to Esty. LMN. *4 Mr/53*
Halls set to launch first cough syrup. *24 Je/10*
Chicle unit test liquid center gum. LMN. *8 Jl/61*

AMERICAN CANCER SOCIETY

American Cancer Society increases activities to alert smokers to health hazards. FTR. *11 F/8*

AMERICAN CIGAR

See AMERICAN BRANDS INC.

AMERICAN CIVIL LIBERTIES UNION

Ohio ACLU seeks lift of suburb political ad ban. *14 Ja/28*
ACLU seeks action on CTA car card refusal complaint. *20 My/107*

AMERICAN COMMONWEALTH MARKETING CORP.

Commonwealth forms marketing subsidiary. *3 Je/24*

AMERICAN CYANAMID CO.

Breck begins contest for "1975 Breck Girl." Adbeat. *27 My/60*
Pure & Simple shampoo tests. LMN. *24 Je/69*
Old Spice NBA tie-in is bid for younger users. *29 Jl/16*. Correction: *12 Ag/60*.
Top 100 national advertisers 1973 marketing report. *26 Ag/38*.
Breck division testing non-aerosol hair spray. LMN. *23 S/111*
Manoff gets Breck billings. LMN. *7 O/99*
Breck division testing new hand & body lotion. LMN. *14 O/109*
Stresstab vitamins test. *18 N/24*
Breck subsidiary uses black model in Breck Girl ads for first time. LMN. *18 N/217*
Breck division breaks advertising for Breck Shampoo For Long Hair. LMN. *9 D/73*

AMERICAN DAIRY ASSOCIATION

American Dairy Assoc. breaking summer promotion for quick meals using dairy products. Adbeat. *20 My/103*
K-C adds Burnett, Kelly; Burnett resigns ADA. *24 Je/2*
It's official: ADA names D'Arcy for milk account. *1 Jl/8*
Expanded cheese ad effort aimed at reducing surplus. *9 S/8*
ADA aims at milk buffs with 'natural' ad campaign. *30 S/3*

AMERICAN DENTAL ASSN.
M&M tv spot hits plaque as tooth villian; ignores sugar. *7 O/1*
AMERICAN EGG BOARD
American Egg Board breaking new ad campaign. LMN. *5 Ag/43*
FTC seeks court injunction to stop egg cholesterol ads. *5 Ag/43.* See also *26 Ag/8,* FTR.
AMERICAN ELECTRIC POWER CO.
American Electric Power expands ad campaigns despite Arab protests. FTR. *29 Ap/8*
EPA official raps American Electric 'scrubbers' ads. *3 Je/37*
AEP defends scrubber ads hit by EPA. *1 Jl/58*
AMERICAN ENKA CO.
Golden Touch fiber ads set. *11 N/18*
AMERICAN ESSENCE, THE
New perfumes named for American designers. *8 Jl/46*
AMERICAN EXPRESS CO.
American Express takes kudos for Bicentennial refurbishing of Liberty. *18 F/3*
American Express to form subsidiary as part of Avis buy. *25 Mr/112*
Is your multi-media campaign smorgasbord or balanced diet? B. Stone. *1 Ap/39*
Carte Blanche tells services in new drive. H. Bernstein. *15 Ap/64* See also *8 Ap/8,* FTR.
Few discounts for cash seen despite ruling. *22 Ap/2*
Club Mediterranee Int'l unit of AE assigns account to Levine, Huntley, Schmidt. FTR. *5 Ag/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/44.*
Norman Fell backs American Express on tv. Adbeat. *11 N/67*
American Express members offered option on name rental. L. Haugh. *30 D/1*
'Travel & Leisure' drops circ. rate base. FTR. *30 D/12*
AMERICAN FAMILY PRODUCTS
Butter Buds expands into eight states. *24 Je/10*
AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS
Screen Actors Guild & Am. Federation of Television & Radio Artists urges strike against reruns of tv & movies. FTR. *24 Je/8*
Spot prices seen rising as actors win rerun pay hike. *8 Jl/62*
AMERICAN FOREST INSTITUTE
Timber owners set educational drive. *25 Mr/113*
AMERICAN GREASE STICK CO.
American Grease Stick begins ad campaign for auto finish reconditioners. Adbeat. *13 My/89*
AMERICAN GREETINGS CORP.
American Greetings now using radio to promote cards. Adbeat. *6 My/78*
AMERICAN HOECHST CORP.
Hoechst seeks agency realigning ad setup. *21 Ja/70*
Hoechst undecided about new agency. LMN. *22 Ap/81*
Hoechst Fibers suspends indefinitely the search for agency. LMN. *8 Jl/61*
Lobrano takes new post. *28 O/10*
Amer. Hoechst Corp. reshuffled. *11 N/69*
American Hoechst plans to buy Foster Grant Inc. FTR. *30 D/12*
'AMERICAN HOME'
Warren Erhardt joins 'American Home' as publisher. FTR. *7 Ja/8*
'American Home' trims base, rates; sub, copy priced increased. *4 F/10*
Changes at 'American Home' hope to improve home service editorial. Adbeat. *3 Je/57*
'American Home' will raise cover price & sub. rate. FTR. *9 S/8*
'AH's' Carter applies for MPA membership. LMN. *25 N/1*
'Carter buys Downe's 'AH'; will head his ow company. *23 D/1*
AMERICAN HOME PRODUCTS CORP.
Dan Rogers pilots John F. Murray Advertising, house agency for AHP. FTR. *4 F/8*
American Home names NC&K for accounts in Spain. LMN. *4 F/49*
Mark B. Logan joins American Home's Mexican subsidiary. LMN. *11 F/65*
AHP cuts made to insure profit growth. *11 F/68*
'AHP's Boyle-Midway div. moves est. $1,500,000 in billings to Arthur Meyerhoff from C&W and Y&R. FTR. *25 F/8*
Maxon, Murray get Sani-Flush account from Y&R. LMN. *4 Mr/1*
AHP billings key to Maxon merger with Dusenberry. *25 Mr/1*
Fall network tv buying pace is slow; American Home places $18 million. M. Christopher. *6 My/1*
NARB panel 'regrets' AHP data refusal. *6 My/3*
Whitehall Labs discontinuing Anacin powders. Adbeat. *27 My/60*
Chesebrough plans Vaseline entry to fight AHP's Prep H. *8 Jl/1*
American Home Products tests Dristan room vaporizer. LMN. *8 Jl/61*
American Home's Boyle Midway division introduces Golden Touch aerosol pan coating. FTR. *15 Jl/8*
American Home's Boyle Midway division shifts HR2 rug cleaner to Hoefer, Dieterich & Brown. LMN. *22 Jl/75*
Mr. Muscle national rollout meets Easy-Off's overnight counter-punch. *26 Ag/3*
Top 100 national advertisers 1973 marketing report. *26 Ag/48.*
American Home repositioning Aerowax. LMN. *16 S/89*
New pan sprays are moving to challenge No. 1-selling Pam. N. Giges. *30 S/2*
Whitehall Labs Dristan Hot Bedtime Medicine unavailable since test. LMN. *30 S/91*
Tylenol share growth triggers non-aspirin analgesic activity. N. Giges. *28 O/3*
AMERICAN HONDA MOTOR CO., INC.
Honda Civic. EPA winner, opens drive. *4 Mr/54*
Plans readied for new Honda CVCC engine. *19 Ag/52*
Honda adds campaign to woo women car buyers. H. Bernstein. *26 Ag/3*
Honda's campaign avoids catch-phrase liberation. Editorial. (Women and men respond equally to advertising that speaks to them openly and honestly, as shown by American Honda campaign.) *2 S/10*
American Honda spending more in '75 for tv adv. on NBC & CBS. FTR. *30 S/8*
Honda, Harley ready new bike models for '75. *28 O/1*
Honda moves CVCC to NH&S. LMN. *11 N/73*
AMERICAN LUGGAGE WORKS INC.
Which ad attracted more readers? J. Rock. (Readership scores of 2 American Tourister ads.) *4 Mr/38*
AMERICAN MANAGEMENT ASSN.
AMC growth tied to having 'alternatives.' (Remarks at AMA session.) *18 Mr/18*
Talent variety, cost cutting capability help house shops. (Remarks at AMA session.) *25 Mr/119*
Epting raps outside services; says NSC building own talent. J. O'Connor. (Remarks at AMA session.) *6 My/1*
AMERICAN MARKETING ASSN.
Van Heusen man: Advertised apparel name a strong tool. (NY AMA meeting.) *4 F/10*
Women gain in research, AMA survey report says. (Report on a 1973 study of the market research field). *25 F/149*
Too much info in ads hurts consumer, advertiser: Wells. (AMA St. Louis meeting.) *4 Mr/57*
Interpretation of market is function of brand manager. *25 Mr/20*
Marketing still relevant despite scarcity: Lazer. (Remarks at AMA Int'l meeting.) *29 Ap/2*
Shortages: What all brand managers should know. J. Digianni. (NY AMA session.) *29 Ap/54*
Watch that foreign market—everything changes. A. Stridsberg. (AMA Int'l meeting.) *29 Ap/60*
Income of new families will outpace rest of U.S. *29 Ap/62*
U.S. advertisers win some, lose some in foreign market. A. Stridsberg. (AMA Int'l meeting.) *6 My/18*
Liquor marketing options greater overseas: Gandel. (NY meeting of AMA.) *13 My/39*
Textile outlook to improve: Greene. (AMA session.) *21 O/76*
Canada group hears French buyer unique. (Toronto AMA meeting.) *4 N/57*
Kraft's Clark urges testing to avoid mistakes, 'bombs.' (AMA Midwest session) *18 N/22*
Government must help build consumer trust, admen told. (Remarks made at AMA meeting.) *18 N/220*
'Unpackaged goods' research keeps pace: AMA. *16 D/48*
AMERICAN MEDICAL ASSN.
'Prism' circulation up. *22 Jl/80*
'Prism' changes set. *9 S/76*
Impending ad ban by AMA draws sharply differing views. *4 N/90*
The doctors are treating symptoms. Editorial. (In eliminating drug company advertising it its journals, the AMA should not take the same stand as these companies on public issues.) *11 N/16*
AMA delays ad elimination ruling; financial woes cited. *9 D/12*

AMERICAN MOTORS CORP.
Amer. Motors boosts budget for 1974 ads 10% to 15%. *11 F/2*
AMC growth tied to having 'alternatives.' *18 Mr/18*
AMC has no comment on large car phaseout. FTR. *15 Ap/8*
Inflation bigger marketing problem than fuel shortage, says AMC exec. R. Gray. *27 My/3*
Buyer Protection Plan: Biggest automobile innovation in 6 years. C. Freeman. *8 Jl/39*
Top 100 national advertisers 1973 marketing report. *26 Ag/58*
AMC will stress BPP value in '75 model ads. R. Gray. *16 S/8*
Cy Freeman resigns. LMN. *7 O/99*
Detroit's new car warfare centers on 'Luxury' compacts and intermediates. R. Gray. *14 O/24*
AMC may boost '75 spending. *14 O/102*
Need marketing package for '75, auto exec says. (Remarks by Cy Freeman.) *28 O/58*
AMC cars bow, but full effort holding for Pacer. R. Gray. *18 N/217*
AMC extends warranty; Pacer ads won't be cut. *9 D/2*
Heavy net tv drive set for March bow of AMC's Pacer. *23 D/2*

AMERICAN NEWSPAPER PUBLISHERS ASSN.
ANPA seeks total exemption from Cost of Living Council price controls. FTR. *14 Ja/8*
Newspapers surveyed say they hardly have any complaints about ads. LMN. *25 Mr/115*
Newspaper group details ad goals; shortages may put kink in forecast. J. Forkan. *29 Ap/3*

AMERICAN PAPER INSTITUTE
Paper shortage eases a little; next year will be tight again. B. Donath. *18 N/3*

AMERICAN PET CO.
Standard Brands votes on purchase of American Pet Co. FTR. *7 Ja/8*

AMERICAN PETROLEUM INSTITUTE
Mobil to run ad in dailies; drops tv spot. *13 My/93*

AMERICAN PHARMACEUTICAL ASSN.
Pharmacist group urges elimination of branded drugs. *19 Ag/51*

AMERICAN POP CORN CO.
American Pop Corn Co. introducing nationally Jolly Time Buttery Seasonings. Adbeat. *10 Je/66*

AMERICAN RED CROSS
Red Cross breaks tv spots. Adbeat. *25 F/154*

AMERICAN RESEARCH BUREAU
ARB's Arbitron radio ratings survey 163 markets. Adbeat. *18 Mr/73*
ABC Radio seeks tv money with 'appleorange.' *1 Ap/4*
ARB report shows DST affected some areas of tv viewing. Adbeat. *22 Ap/77*
'Kojak,' fifties fare lead newcomers in latest Arbitrons. (Arbitron ratings for top 50 mkts.) *13 My/62*
ARB readies local brand study revival; tests data reliability. *20 My/12*
Flagging facet added to Nielsen/ARB struggle. *24 Je/74*
Court halts KUPD use of ARB data. *15 Jl/89*
American Research Bureau expecting to operate overnight tv ratings meters by Jan. FTR. *21 O/8*
More homes use Crest, drink Maxwell House, ARB brand study shows. J. Forkan. *28 O/20*
ARB adds tv data to brand ratings. *28 O/21*

AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION
See BICENTENNIAL
WARNER, JOHN W.

AMERICAN SAFETY RAZOR CO.
DuPont seeks Schick data. (American Safety Razor goes national with Personna Injector II.) *13 My/93*
Personna Double Edge II slated for '75 rollout. LMN. *23 D/1*

AMERICAN SHEEP PRODUCERS COUNCIL
U.S.-assisted sheep promos leaning to pr. *9 D/61*

AMERICAN SHORTHORN ASSN.
Meek as a Shorthorn in a china shop? No bull, ads say. *6 My/46*

AMERICAN SOCIETY FOR PREVENTIVE DENTISTRY
Groups urge FDA limits on cereal sugar content. *5 Ag/6*

AMERICAN SOCIETY OF SAFETY ENGINEERS
Safety journal sets new ad policies. *22 Jl/72*

AMERICAN SWISS ASSN.
Beats 'la plume de ma tante.' (Foreign language tv spots used as teaching materials.) *25 Mr/112*

AMERICAN TELEPHONE & TELEGRAPH
NAD okays Exxon claim, rules against 3 advertisers. N. Giges. (NAD's January report.) *18 F/3*
Top 100 national advertisers 1973 marketing report. *26 Ag/60.*
AT&T revamps market plans for picturephone. Adbeat. *26 Ag/206*
Bell Telephone Co. of Pa. moving account to Lewis & Gilman. FTR. *2 S/8*
New logo for Bell System yellow pages. Adbeat. *28 O/67*
Southwest Bell Telephone launches Yellow Pages campaign. Adbeat. *4 N/85*
AT&T runs tv ads for yellow pages. Adbeat. *11 N/67*
AT&T facing twin threats in anti-trust suits. *25 N/1*
MCI ready to battle Bell Long Lines for share of business phone market. *2 D/6*
AT&T sets campaign for 'friendship calls' with radio and tv spots. *2 D/72*
'Unpackaged goods' research keeps pace: AMA. (AT&T case studies developed in utility service marketing.) *16 D/48*

AMERICAN TOBACCO CO.
See AMERICAN BRANDS INC.

AMERICAN TRADE MAGAZINES INC.
Goldstein elected as new president of American Trade. *21 Ja/4*

AMERICAN WOMEN IN RADIO & TELEVISION
AWRT to keep pressure for equality. M. Christopher. *20 My/6*
N.Y. radio-tv women tap AA's Christopher. *17 Je/108*
N.Y. broadcast women ask President to dismantle OTP. *19 Ag/6*
Dallas women elect. *21 O/104*
Women's magazines moving beyond kitchen. (Also, execs from NBC, ABC and CBS speak at AWRT meeting.) *4 N/30*

AMERICANS FOR THE PRESIDENCY
New pro-Nixon unit avoids Fairness group ties. *25 Mr/2*

AMMIRATI PURIS AVRUTICK
BMW & Hoffman assign account to Ammirati Puris AvRutick. LMN. *12 Ag/57*

AMOCO OIL CO.
Amoco Oil breaks gas-saving advice. Adbeat. *11 F/70*
Nets spurn Phillips tv spot; Amoco sets 'checkers' drive. *11 Mr/1*
Fuel crimp takes toll of road maps; oil companies try new approaches. *15 Ap/3*
ABP will file a brief in support of UAPS action revoking mail privileges for American Oil's pr magazine. FTR. *17 Je/8*
Gasoline supplies on the rise, but ad efforts are still scarce. T. Rowan. *15 Jl/3*
Amoco's ads tell benefits of lead-free fuel. *14 O/4*

AMPEX CORP.
Ampex mounts fall campaign for tape lines. Adbeat. *9 S/88*

AMTRAK
Greyhound and Amtrak running separate ad campaigns for bus/train co-op service. LMN. *17 Je/123*
Nat'l Railroad Passenger Assn. decides on agency for Amtrak. FTR. *28 O/8*
Amtrak confident Ted Bates will be retained as agency. LMN. *25 N/53*
Amtrak delays agency selection. FTR. *30 D/12*

AMUROL PRODUCTS CO.
Whammo sets plan for national move. *25 F/161*

AMUSEMENT PARKS
Spokane Expo '74 names Vitt Media for broadcast advertising. Adbeat. *11 F/70*
Filmed in Russia, Spokane Fair ads star Olga Korbut. *25 F/8*
Expo '74 keeps ads close to home. *8 Ap/26*
Theme parks mix licensing tie-ins amid the attractions. *5 Ag/38*
Amheuser-Busch promoting opening of new theme park. LMN. *21 O/99*
Amusement parks can test products. *25 N/49*
Bud's 'Old Country' park ads readied. *25 N/49*
Theme park woes don't slow plans for new ones. *30 D/13*

ANALGESICS
Miles finds Rx for flak: Alka-Seltzer sans aspirin bows. *4 Mr/1*
Miles moving toward funny ads. LMN. (Miles breaks new Alka-Seltzer spot.) *18 Mr/77*
Bayer shifts creative pitch. *6 My/6*
St. Joseph's betters Bayer at own tests, tv spot claims. *27 My/1*
Whitehall Labs discontinuing Anacin powders. Adbeat. *27 My/60*
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
Abbott Labs testing new arthritic pain reliever. FTR. *23 S/8*

Block Drug testing Tea Plus, while in Australia Block subsidiary shifts adv. to Grey; also Whitehall Labs Dristan Hot Bedtime Medicine unavailable since test. LMN. *30 S/91*
Miles Labs rolls national with new Alka-Seltzer product. LMN. *14 O/109*
Alka-Seltzer minus aspirin is moving out. N. Howard. *21 O/1*
Tylenol share growth triggers non-aspirin analgesic activity. N. Giges. *28 O/3*
Rexall touts house brands with 'cold center' campaign. M. Maples. *28 O/27*
Abbott tries again with Spandin entry. *28 O/76*
Menly & James tests Coldprin decongestant tablets. LMN. *11 N/73*
Whitehall pulls two products. (Aspirin-Free Arthritis Pain Formula and Saloxium.) *25 N/54*

ANDERSEN, ARTHUR & CO.
Coupon study seen spurring handling cost adjustments. *25 N/2*

ANDERSON-CLAYTON FOODS
INAE hears food exec give encouraging news: 'We're back on ad track'. V. Adams. *4 F/3*

ANDERSON-McCONNELL-OAKNER, INC.
Viviane Woodard, GF subsidiary, expected to name Anderson-McConnell-Oakner as agency. LMN. *1 Jl/55*

ANHEUSER-BUSCH INC.
Anheuser is reaching for women in '74; Mich VII bows. *4 Mr/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/67.*
Amheuser-Busch promoting opening of new theme park. LMN. *21 O/99*
Bud's 'Old Country' park ads readied. *25 N/49*

ANIMALS
D. L. Clark Candy Co. uses animals for Clark bar commercials. LMN. *4 F/49*
Meek as a Shorthorn in a china shop? No bull, ads say. *6 My/46*
Wolf's Head ads on the run again. *27 My/32*
Black & White resurrects its dog in ad effort to turn brand around. J. O'Connor. *10 Je/2*
U.S.-assisted sheep promos leaning to pr. *9 D/61*

ANNIVERSARIES
Glad plastic wraps & bags celebrating 10th anniversary. Adbeat. *13 My/89*
Zale centers anniversary ad drive on ABC special. *8 Jl/8*

ANNUAL REPORTS
How to prepare annual reports: Tips on graphics, organization. I. Essenfeld. *30 D/22*

ANTACIDS
Miles finds Rx for flak: Alka-Seltzer sans aspirin bows. *4 Mr/1*
Miles moving toward funny market. LMN. (Miles breaks new Alka-Seltzer spot.) *18 Mr/77*
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
Miles Labs rolls national with new Alka-Seltzer product. LMN. *14 O/109*
Alka-Seltzer minus aspirin is moving out. N. Howard. *21 O/1*
Di-Gel names Warwick shop. *18 N/6*

ANTI-FREEZE
New Market fight seen as Du Pont pulls Zerex. *8 Ap/2*
Antifreeze next on the 'crunch' list. T. Allen. *29 Jl/54*
Union Carbide & Dow Chemical launch national campaigns to promote anti-feeeze. FTR. *9 S/8*
Antifreeze mrketers set major winter ad campaigns. *16 S/2.*
Prestone adds O&M; Esty out. *16 D/77*

ANTI-SMOG DEVICES
See AUTOMOBILE ACCESSORIES & PARTS

ANTI-SMOKING
See CIGARETS

ANTI-TRUST
Justice Dept. seeks breakup of newspaper-owned stations. S. Cohen. *7 Ja/1*
Justice Dept. move disconcerting thrust. Editorial. (AA disagrees with anti-trusters' moves to break up cross-ownerships solely on the basis of economic theory, without any signs of abuse of power). *14 Ja/12*
Food industry structure to be focus of FTC probe. *11 Mr/2*
FTC's last chance. Editorial. (Instead of moving against individual deceptive advertisers, FTC's new strategy is to move against whole industries.) *25 Mr/16*
Influential Washington mystery man seeks breakup of major industries. J. Revett. *8 Ap/3*
Threat of ad loss made by Colson, Stanton charges. *6 My/6*
Zenith seeks to block sale of Motorola tv receiver business to Matsushita Electric. FTR. *13 My/8*
Chiquita lettuce back in the fridge, United says. J. Revett. *10 Je/3*
Lucky Lager bottler files Hamm suit. *17 Je/116*
Justice Dept. presses lonely fight against cross-ownership by media. *24 Je/10*
Settlement reached on Eastman-Kodak—Bell and Howell anti-trust suit FTR. *15 Jl/8*
Public better served by FTC anti-trust pursuit, not ad suits: Thompson. *22 Jl/6*
Court to rule in ReaLemon anti-trust case. *22 Jl/8*
NAB defends ad pricing in cross-ownership case. *29 Jl/53*
FTC case vs. cereal makers stalled by legal maneuvering. J. Revett. *9 S/3*
FTC plaint hits wine ad spending. *30 S/3*
Zenith files suit against Japanese marketers. *30 S/80*
FTC's anti-trust moves puts women in key spots. *7 O/58*
FTC sets massive study of electric appliance field. *14 O/109*
FTC stress on anti-trust hampering staff's work. S. Cohen. *21 O/10*
What's wrong with the FTC's complaint against cereal company advertising. W. Huth. *28 O/37*
Alberto adds anti-trust to Gillette suit. J. O'Connor. *11 N/3*
AT&T facing twin threats in anti-trust suits. *25 N/1*
FTC in-house report: Ad, anti-trust work counterproductive. S. Cohen. *25 N/2*
Book publishers view U.S. anti-trust suit as 'overkill.' *2 D/69*
Wonder bread suit shapes up as a 'classic'. J. Revett. *16 D/1*
JD network suit revival doesn't cheer producers. C. Wingis. *16 D/2.*
See also *30 S/8,* FTR; *25 N/56.*
F&K reported to be target of U.S. anti-trust investigation. J. Forkan. *23 D/1*
See also FEDERAL TRADE COMMISSION LEGAL ACTIONS.

'APPLEORANGE'
See MULTI-MEDIA MIX

APPLIANCES
FEO concern over energy ads fading; no ban seen. (Appliances cited as energy-use products that advertise.) *7 Ja/1*
Hamilton Beach sets steam iron spots with Zero Mostel. LMN. *7 Ja/53*
Oilmen rip bid to FTC for proof on energy ads. J. Revett. (Appliance makers ordered by FTC to substantiate energy "image" ads.) *14 Ja/1*
Nixon gives impetus to ad disclosure. (Voluntary fuel consumption labeling urged to appliance makers.) *28 Ja/1*
White buys Philco line. *28 Ja/8*
Hunt on for oldest working Maytag. Adbeat. *4 F/53*
Rival Mfg. Co. promotes Crock Pot cookers and line of can openers. Adbeat. *11 Mr/53*
Major shipments of home appliances predicted to increase in '74. Adbeat. *6 My/78*
Firestone dealers add Frigidaire appliances. *13 My/55*
Admiral breaks net tv drive for refrigerators. LMN. *20 My/1*
Sears denies FTC charge of using bait and switch ad. *15 Jl/2*
Magazine users ask better merchandising. (Panel sessions at Magazne Day review automotive, appliance, clothing, cosmetics, home furnishings, insurance industries and corporate image.) *23 S/53*
Higher prices spur increased freezer sales. *7 O/30*
FTC sets massive study of electric appliance field. *14 O/109*
Commerce Dep't and appliance makers join in promoting energy-efficient appliances. LMN. *21 O/99*
I picked the product name. A. Coleman. (History of crock pot name.) *28 O/38*
Rival Manufacturing Co. breaks ads for can openers & crock pots. Adbeat. *28 O/67*
Kelvinator sends "thank-you" cards to appliance purchasers. Adbeat. *4 N/85*
Manufacturer guidelines set for household appliance ads. T. Rowan. *18 N/2*
Drip coffeemaker sales spur filter pack drives. *25 N/8*
GE appliance unit revamped along functional lines. *16 D/80*
Crock-Pot gets rival as Hamilton Beach readies slow cooker. L. Haugh. *30 D/2*

APPROACH 13-30 CORP.
Datsun adds campus thrust to drive, sets $1,800,000 spring campaign. H. Bernstein. (Nissan Motor Corp. launches 'America' magazine.) *1 Ap/3*
AQUIFILTER CORP.
Scott's breaks new tv effort for Aquifilter. *11 Mr/2*
ARAMIS INC.
Aramis Inc. goes national with Chromatics, men's cologne & after-shave. FTR. *9 D/8*
ARBITRONS
See TELEVISION RATINGS
ARDEN, ELIZABETH, INC.
Arden sets Paris unit. *20 My/10*
Rubinstein shucks queen bee image. L. Baltera. *27 My/4*
ARGENTINA
Argentinians shut daily for Exxon ad on ransom fund. *18 Mr/1*
'ARGOSY'
'Argosy' price to rise. *15 Jl/87*
ARMCO STEEL
Armco ad selected best. *8 Jl/51*
ARMOUR-DIAL CO.
Tone rolls out to challenge Caress. L. Edwards. *6 My/2*
Armour-Dial testing Burger Savor. LMN. *6 My/81*
Armour-Dial launches 'Free Food for Life' sweepstakes. Adbeat. *13 My/89*
Armour-Dial signs Burley and Man-Power to K&E. LMN. *10 Je/63*
FDA panel report may mean trouble for deodorant soaps. *12 Ag/6*
Armour-Dial introduces new family size Dial. LMN. *21 O/99*
ARMSTRONG CORK CO.
Armstrong using tv to promote self-installed products. FTR. *26 Ag/8*
TV big factor in Armstrong do-it-yourself fall promotion. *2 S/14*
ARMY TIMES PUBLISHING CO.
Journal group to launch fifth suburban weekly. *16 D/30*
ARNOLD BAKERS, INC.
Arnold introducing 2 new stuffing mix flavors. Adbeat. *1 Ap/51*
ARNOLD CONSTABLE CO.
Constable sets ads. *5 Ag/46*
ARROW CO.
See CLUETT, PEABODY & CO.
ARROW ELECTRONICS
Arrow Electronics stereo outlets plan big New York show. *14 O/75*
ARSTARK, L.D., & CO.
Arstark ties with DiRusso in Rome. *18 Mr/8*
ART & ARTISTS
Ex-adman MacNelly top portrait artist. *6 My/35*
Alka Seltzer ads feature Dali. LMN. *13 My/93*
Fund established to find assailant of artist Roger Hane. *24 Je/73*
Suspects arrested for death of Roger Hane. Adbeat. *1 Jl/53*
Push Pin's graphic impact growing. *12 Ag/45*
Gallery ads build artist's image for sale of future work. *23 S/48*
ARTHUR & WHEELER, INC.
Alberto shifts accounts, but keeps P-K-G. M. Maples. *16 S/8*
Alberto tests Rango men's toiletries line. M. Maples. *4 N/2*
ARTIFICIAL SWEETENERS
Searle to spring super sweetener. L. Edwards. *18 Mr/1*
Searle given FDA go-ahead to introduce its sweetener. *29 Jl/8*
Searle firms Equa plans; names NH&S to study ad plans for o-t-c items. *12 Ag/3*
Future cloudy for cyclamate. *23 S/80*
National tells buyers: Avoid costly sugar, try artificials. *28 O/2*
Crush to use substitute for sugar in drinks. *23 D/11*
Cumberland Packing Co. offers Sweet 'n Low recipe booklet via newspapers. Adbeat. *23 D/23*
See also DIETARY FOODS
ASHER, THOMAS
Oil exec, critic agree on network accessibility lack, but little else. *13 My/12*
ASKINAZY, SAM (author)
Price of gas increases by 40% in Mexico; agency profits dip. *20 My/78*
ASPEN SYSTEM CORP.
'Financing' okays ads. *28 O/64*
ASPHALT ROOFING MANUFACTURERS ASSN.
Asphalt ad push set. *7 O/30*
ASSN. OF CANADIAN ADVERTISERS
See CANADA
ASSN. OF FLIGHT ATTENDANTS
Airline ad flap stirring little official response. *1 Jl/6*
ASSN. OF HOME APPLIANCE MANUFACTURERS
Major shipments of home appliances predicted to increase in '74. Adbeat. *6 My/78*
Higher prices spur increased freezer sales. *7 O/30*
Manufacturer guidelines set for household appliance ads. T. Rowan. *18 N/2*
ASSN. OF INDEPENDENT COMMERCIAL PRODUCERS
Unified production form wins Four A's approval. *18 F/8*
New standardized bid form tells it all. A. Bellaire. *24 Je/48*
ASSN. OF INDEPENDENT TELEVISION STATIONS
TV group asks test of 'commercial' programs. *7 Ja/2*
Independent tv stations form sales committee. *21 Ja/23*
Independents' challenge: Fight discrimination. *11 F/3*
Assn. of Independent TV Stations urges cut back of advertising in kids programs. LMN. *22 Jl/75*
Independents launch effort to increase tv ad dollar share. *14 O/100*
TV independents elect. *14 O/102*
ASSN. OF INDUSTRIAL ADVERTISERS
See BUSINESS/PROFESSIONAL ADVERTISING ASSN.
ASS'N. OF NATIONAL ADVERTISERS
ANA meeting held to update children's advertising guidelines. LMN. *4 F/49*
Agency-client relationships under renewed scrutiny: ANA. *18 F/3*
ANA group hears execs question effectiveness of certain ads, research. *4 Mr/2*
Sales promotion growing as ad effort tool, group told. (ANA survey on role of sales promotion.) *18 Mr/39*
Ad budget hike of 10% is a must, ANA advised. *13 My/1*
Kiddie tv code beefed up for FTC meeting. *20 My/1*
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
How (how much) should you pay for good industrial advertising today. R. Poey. (Remarks made at ANA financial workshop.) *17 Je/24*
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
Magazine studies too broad to be useful: ANA. B. Donath. *5 Ag/10*
ANA group filing comment on proposed FTC ban of premiums in tv ads. LMN. *5 Ag/43*
Researchers attack ANA critique; say studies tailored to client wishes. B. Donath. *12 Ag/2*
ANA report is a warning. Editorial. (Magazine readership surveys such controversy, warnings should be given to publishers and research organizations that reports will be subjected to critical scrutiny.) *19 Ag/12*
ANA finds mothers are split on effect of tv commercials. *9 S/2*
ANA study scores no points. Editorial. (ANA study reports tv exposure is good for children, but effectiveness of tv commercials on children was presented in a confusing fashion.) *23 S/16*
Cable no threat to net tv fare: Baruch. (ANA tv committee meeting.) *14 O/83*
Kershaw sees 10-second spot ruling airwaves in ten years. J. O'Gara. *4 N/1*
Interlock of mass media, public mores can lead to vicious circle, ANA told. R. Crain. *4 N/3*
Non-automotive admen blast marketing efforts of Detroit. AA Roundup. *4 N/3*
Mitchel heads ANA; Garrett vice-chairman. *4 N/92*
A tip of the hat to the ANA. Editorial. (ANA's 1974 annual meeting praised.) *11 N/17*
Heed changes to survive, ANA product meet told. *25 N/48*
Advertisers: Don't let liberty become license. V. Royster. (Remarks made at ANA annual conference.) *9 D/41*
ANA, 12 companies join in business ad spending study. *9 D/74*
Non-marketing issues rob media time: Mitchel. *23 D/2*
ATLANTIC RESEARCH CENTER
Former JWT pres. Henry Schachte sets up Atlantic Research Center. LMN. *2 S/41*
ATLANTIC RICHFIELD CO.
Some no-lead brands replace low-lead gas. AA Roundup. *27 My/6*
Atlantic Richfield begins ad campaign to solicit public's ideas for improving mass transportation. LMN. *9 S/85*

'ATLAS WORLD PRESS REVIEW'
Atlas World will reappear in May. FTR. *4 Mr/8*
Atlas World Press Review reappears on newsstands. LMN. *29 Ap/75*
Revamped, renamed 'Atlas' tries again after two years. *13 My/80*
AUDIENCE RESEARCH
Wesley, little black box back testing ad stimuli. H. Bernstein. *18 F/26*
RAB, 'Enquirer' use Three Sigma services. *11 Mr/52*
Admen study new ARF audit; report stings Simmons, TGI. J. Forkan. *27 My/3*
N.Y. subway riders clock watchers, ad survey shows. *24 Je/54*
Rating group won't audit services' data. *23 S/8*
New Axiom study to probe magazine ad effectiveness. *7 O/8*
Starch 'elite' study out; 'Time leads 21 others'. *21 O/8*
More homes use Crest, drink Maxwell House, ARB brand study shows. J. Forkan. *28 O/20*
Simmons study, partially out, shows some surprises vs. '73. *4 N/4*
Variances in new Simmons data leave magazines baffled and angry. B. Donath. *18 N/1*
'Time' seeks industry support in research beef. *2 D/2*
Trendex lists data users. *2 D/50*
ARF votes new committee on research methods. B. Donath. *16 D/6*
ARF report finds no real evidence of distortion in Simmons study. *30 D/2*
AUDIO EQUIPMENT
Capitol's Audio Devices unit names JWT. LMN. *11 Mr/1*
3M promotes tapes with Beethoven, Bach and Mozart look-alikes. LMN. *25 Mr/115*
Audio Magnetics sets campaign for XHE tapes. *25 Mr/119*
Radio set sales decreased in '73. *29 Ap/72*
RCA planning withdrawal of home audio products. FTR. *10 Je/8*
Superscope sets audio ads. *10 Je/64*
King Tape Clinic touts its mail-in service via tv spot. *5 Ag/36*
Ampex mounts fall campaign for tape lines. Adbeat. *9 S/88*
Sony backs 'Sound' for its hi-fi campaign. *23 S/57*
Emerson radio tunes up for drive to revive pioneer brand. *30 S/88*
GTE Sylvania and Philco-Ford combine in home entertainment sales & distribution. FTR. *14 O/8*
Arrow Electronics stereo outlets plan big New York show. *14 O/75*
See also ELECTRONICS
AUDIO MAGNETICS CORP.
Electronics marketers brace for supply pinch. T. Rowan. *14 Ja/2*
Audio in-store ads boost sales in supermarket test. *18 F/28*
Audio Magnetics sets campaign for XHE tapes. *25 Mr/119*
Audio Magnetics revamping strengthens marketing setup. H. Bernstein. *13 My/2*
AUDIO MEDIA CORP.
Buyers of in-store commercial audio time include major companies. Adbeat. *14 Ja/57*
AUDITS & SURVEYS
Industrial ad role slated for expansion; service and audits will grow. A. Ries. *17 Je/24*
Auditing can control tv spot woes: Wyman. *14 O/82*
Audits & Surveys plans study of 16 magazines. *10 Je/4.* See also *17 Je/123,* LMN; *1 Jl/55,* LMN.
Simmons study on way; A&S, Sindlinger halted. *15 Jl/8*
AURORA PRODUCTS CORP.
Aurora '74 budget to surpass $8,000,000. Adbeat. *8 Ap/61*
Jackie Stewart is ad spokesman for Aurora Products. Adbeat. 9 S/88
Polaroid offering Aurora race car set as promotion. Adbeat. *28 O/67*
AUSTRALIA
Price rulings seen threat to Australian ad industry. L. Blanket. 18 F/71
Australian group told to turn down foreign bids. L. Blanket. *18 Mr/39*
Local shops object to Australian govt's new agency. Adbeat. *15 Ap/62*
Australia's crisis is man-made; strikes supersede shortage. L. Blanket. *20 My/26*
Australian election stirs controversy over political ads. *10 Je/24*
Sudler goes international. *8 Jl/64*
Tyco toy trains enter Australia; tv ads set. *29 Jl/24*
Aussie shop drops initials in favor of McAskell name. *26 Ag/201*
Australian unit blames ads for detergent prices. L. Blanket. *2 S/6*
Australian Gas Light Co. names FC&B, Sydney to handle new assignment. FTR. *2 S/8*
Masius' global teamwork wins Wilkinson/So. Africa. L. Blanket. *9 S/40*
Ogilvy expands billings, offices in Australia. *16 S/66*
Australia '73 ad spending increase laid to rate hike. *23 S/38*
Block Drug testing Tea Plus, while in Australia, Block subsidiary shifts adv. to Grey. LMN. *30 S/91*
Australian law succeeds ad field's self-regulation. L. Blanket. *4 N/10*
AUTOMATION
Automated 'New York Press' ready for January debut. *10 Je/8*
NYC papers begin moving to automation. *10 Je/59*
'U.S. News' computer composition shifts production back to the office. *8 Jl/63*
In efforts to trim costs, don't shun consumerists. S. Cohen. (Consumers' opinions important when reviewing auto & food industry.) *9 S/12*
Wall Street's hours change may hurt new 'N.Y. Press.' J. Forkan. *7 O/2*
Automation may bring cases of food items to checkout for shoppers. Adbeat. *21 O/95*
Grey sets two-part drive for 'Press spring debut. J. Forkan. *18 N/10.* See also *4 N/89,* LMN.
Columbus bank opens first automated facility. *23 D/1*
AUTOMOBILE ACCESSORIES & PARTS
EPA fears dealer ad portends move on emission curbs. *21 Ja/8*
Fisher to resume national ads after four-year hiatus. *4 F/18*
Sunmark tests auto tune-up centers and tire stores. LMN. *4 F/49*
Guidelines emerge as NARB rules out Fram ad 'puffery.' N. Giges. *18 F/1*
TRW breaks ads for an aftermarket solid state ignition system. FTR. *25 F/8*
Maremont plans include new theme, new product bow. *18 Mr/29*
'Volt' battery charge ads set. Adbeat. *15 Ap/62*
Wonder push starts. (Mufflers & tailpipes) *6 My/65*
Gulf sets test of parts and service stores in Houston. *1 Jl/56*
Anti-smog unit makers see Cal. as just the beginning. C. Wingis. *12 Ag/22*
Auto revolution revamps trade outlook on premium/incentives. F. McGonagle. *12 Ag/38*
GM merges AC, Delco into one unit; seeks new agency. R. Gray. *12 Ag/58*
Maintenance-free battery stars in Delco ad campaign. R. Gray. *2 S/38*
Penney battery gets hefty support. LMN. *30 S/91*
Chrysler ads push new Owner Care warranty. *7 O/12*
Nalco Chemical Co. moves TMS auto cooling system into consumer market. LMN. *14 O/109*
Predicts auto aftermarket to hit $32 billion. *21 O/47*
Mallory sues Universal for 'contact' ads. *25 N/44*
Auto aftermarket consumer efforts grow. L. Haugh. *16 D/10*
Tire makers push replacement sales. AA Roundup. *30 D/1*
Government gadgets on autos raise total car costs. Adbeat. *30 D/32*
AUTOMOBILE AFTERMARKET
See AUTOMOBILE ACCESSORIES & PARTS
AUTOMOBILE CARE PRODUCTS
Turtle Wax widens magazine list in new product drive. *4 F/20*
Chilton readies syndicated tv car care shows. *25 F/160*
American Grease Stick begins ad campaign for auto finish reconditioners. Adbeat. *13 My/89*
STP rolls national with carburetor cleaner. LMN. *8 Jl/61*
Buyer Protection Plan; Biggest automobile innovation in years. C. Freeman. *8 Jl/39*
Du Pont Co. breaks ads for car care products. FTR. *22 Jl/8*
Nalco Chemical introduces auto cooling system products. LMN. *14 O/109*
Du Pont launching Rally, Rain Dance auto waxes. LMN. *4 N/1*
Firestone Forever battery gets push. *2 D/65*

'AUTOMOBILE CHRONIK'
U.S. gets German auto, motorcycle monthly. *25 N/50*
AUTOMOBILE CLUBS
Montgomery Ward is testing newspaper ads for its auto club. Adbeat. *1 Ap/51*
AUTOMOBILE INSURANCE
See INSURANCE
AUTOMOBILE MILEAGE
Mazda rebuts EPA figures. *21 Ja/70*
Independents back Mazda's mileage claim in new ad. *28 Ja/65*
Ads for bigger cars now starting to stress virtues of fuel economy. R. Gray. *4 F/3*
Pontiac ready with mileage ads. LMN. *25 F/163*
Mazda's drive attacks fuel consumption flap; testing new small auto. *4 Mr/3.* See also *25 F/163,* LMN.
Honda Civic, EPA winner, opens drive. *4 Mr/54*
FTC eyes mpg claims; NARB issues ad guides. *11 Mr/1.* See also *8 Ap/65,* LMN.
Ingenuity helps solve ad problems. S. Bernstein. (SRB cites some ads from a San Diego newspaper to demonstrate the ingenuity of the ad/promotion man using mileage ads.) *11 Mr/14*
NASCAR to conduct Pontiac fuel economy run. LMN. *11 Mr/57*
Car makers push non-EPA mile test. *18 Mr/6*
FTC studies role in mileage derby as auto ads ignore EPA ratings. S. Cohen. *25 Mr/6*
NAD to challenge gas mileage claims. LMN. *8 Ap/65*
GM ad execs shifting gears for second half, '75 models. R. Gray. *22 Ap/3*
EPA ratings lose favor for false ad suits. *29 Ap/1*
Chaos Inc. Editorial. (At this point the comparison shopper has not been helped by mileage claims: certain ground rules must be set if mileage is to be of help to the consumer). *6 My/14*
FTC moves against gas mileage claims of top auto makers. *5 Ag/2*
GM corporate promotes 'the system.' R. Gray. *9 S/32*
Datsun readies ads citing 39mpg EPA findings. LMN. *23 S/1*
Ford set to use new EPA mileage data. *23 S/111*
EPA rates up for some cars, but still no promotion rush. *30 S/92*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
Chrysler ads push new Owner Care warranty. *7 O/12*
FTC settles GM dispute, but presses Chrysler on its gas economy claims. *4 N/2*
Senate gets highter mpg bill. *18 N/219*
Auto ads now back claims better: Kaplan. *2 D/71*
Ford, VW agree to use EPA's mpg data in ads. *2 D/71*
AUTOMOBILE POOLS
'Save Gas — Call Car Pool' posters are on outdoor boards in Portland. Adbeat. *1 Ap/51*
AUTOMOBILE RACING
Shortages won't hurt car racing, advertisers told. *4 F/27*
STP drops cars, racing team. *4 F/54*
STP will again sponsor auto racer. Adbeat. *6 My/78*
Costs dictated demise of race tires: Firestone. T. Rowan. *19 Ag/2*
Goodyear to keep racing sponsorship. *26 Ag/16*
AUTOMOBILE RENTAL
National Car Rental gets Rickles barbs — in tv spots. *25 F/12* See also *26 Ag/206,* Adbeat.
Dry spell hits car rent ads. J. O'Connor. *11 Mr/57*
Avis Rent A Car System breaks new campaign. LMN. *3 Je/61*
Avis ads to back electric car test. *1 Ap/56*
Hertz to resume with new tv, print effort. LMN. *5 Ag/1*
Hertz, Avis set new drives in battle for business user. L. Haugh. *12 Ag/3*
Budget Rent A Car Corp. uses price differences as ad theme. Adbeat. *28 O/67*
Avis ads aim at Hertz with a new No. 1 claim tactic. *9 D/66*
AUTOMOBILE SHOWS
Import auto show exhibitors fret at poor attendance. *15 Ap/10*
AUTOMOBILES
GM exec claims no change in ad plans. LMN. *7 Ja/53*
GM's Smith says ad plans changed little by shortages. *14 Ja/32*
Allstate print ads push GM air bags. *21 Ja/2*
Auto ad plans becoming flexible; Ford sets Gran Torino Elite bow. R. Gray. *28 Ja/2*
Ads for bigger cars now starting to stress virtues of fuel economy. R. Gray. *4 F/3*
JWT will get new Ford car. *4 F/50*
Amer. Motors boosts budget for 1974 ads 10% to 15%. *11 F/2*
Chevy, Olds unveil ads for spring sales fillip. R. Gray. *25 F/3*
Auto makers pouring ad fuel on very chilly sales situation. R. Gray. *4 Mr/3*
FTC eyes mpg claims; NARB issues ad guides. *11 Mr/1*
Car makers push non-EPA mile test. *18 Mr/6*
Chrysler drops 2 'muscle' cars and Ford reveals names of luxury compacts. FTR. *18 Mr/8*
AMC growth tied to having 'alternatives.' *18 Mr/18*
FTC studies role in mileage derby as auto ads ignore EPA ratings. S. Cohen. *25 M/6*
Chrysler staying loose on '75 model ad plans. R. Gray. *8 Ap/2*
Cadillac uses family car approach in spots. LMN *8 Ap/65*
Shortage of used cars predicted. *15 Ap/10*
AMC has no comment on large car phaseout. FTR. *15 Ap/8*
GM ad execs shifting gears for second half, '75 models. R. Gray. *22 Ap/3*
Inflation bigger marketing problem than fuel shortage, says AMC exec. R. Gray. *27 My/3*
Detroit doesn't see clean-up problems with 1974 models. R. Gray. *10 Je/2*
Ford, JWT agree to FTC ad strictures. *17 Je/8*
Olds ads geared for clean up. *1 Jl/28*
Detroit ponders '75 economy theme. R. Gray. *15 Jl/2*
Rolls-Royce finds no shortage of wealthy buyers. R. Gray. *22 Jl/3*
Traffic Audit Bureau releases study on auto circulation volume. Adbeat. *22 Jl/71*
Granada, Monarch to star in '75 Ford, Mercury advertising efforts. R. Gray. *29 Jl/2*
FTC moves against gas mileage claims of top auto makers. *5 Ag/2*
Ford boosting ad expenditures in 75 model year. FTR. *5 Ag/8*
Care in comparisons urged; cosmetics market tacks hit. (AA Creative Workshop session.) *5 Ag/31*
Ad standards revised for automobile dealers. LMN. *5 Ag/43*
Inflation seen biggest worry for auto execs. *5 Ag/44*
Auto revolution revamps trade outlook on premium/incentives. F. McGonagle. *12 Ag/38*
GM merges AC, Delco into one unit; seeks new agency. R. Gray. *12 Ag/58*
GM to be first with ads as '75s bow in Canada. *19 Ag/10*
GM compacts to get early ads, sales release. R. Gray. *26 Ag/2*
Chevy to kick off '75 car drive with 'a little good news.' B. Donath. *2 S/2*
EON ads say it's better than oil for autos. *2 S/4*
New auto book to offer tips for non-buff motorist. *2 S/40*
Union to back economy runs. *2 S/40*
Cadillac '75 ad theme to hit nostalgia trail. R. Gray. *2 S/46*
Chrysler sets small-package theme. R. Gray. *9 S/10*
In efforts to trim costs, don't shun consumerists. S. Cohen. (Consumers' opinions important when reviewing auto & food industry.) *9 S/12*
GM corporate promotes 'the system.' R. Gray. *9 S/32*
Chrysler Corp. offers one year, no-mileage warranty on 1975 models. LMN. *9 S/85*
Ford campaign features reason why. R. Gray. *16 S/6*
AMC will stress BPP value in '75 model ads. R. Gray. *16 S/8*
Magazine users ask better merchandising. (Panel sessions at Magazine Day review automotive, appliance, clothing, cosmetics, home furnishing, insurance industries, and corporate image.) *23 S/53*
Lincoln-Mercury touts value for compact line, luxury for other models. R. Gray. *30 S/2*
EPA rates up for some cars, but still no promotion rush. *30 S/92*
Detroit's new car warfare centers on 'Luxury' compacts and intermediates. R. Gray. *14 O/24*
AMC may boost '75 spending. *14 O/102*
Detroit sing-along. (Automobile jingles.) *14 O/102*
Detroit gearing for ad counterattack to battle sales slump. R. Gray. *28 O/1*
Need marketing package for '75, auto exec says. *28 O/58*

FTC settles GM dispute, but presses Chrysler on its gas economy claims. *4 N/2*
Detroit rolls out quickly with 'buy now' ad efforts. R. Gray. *11 N/1*
It's cruel and unusual for sure. S. Bernstein. (SRB feels non-automotive admen and execs are not justified to speak on what is wrong with automotive advertising.) *11 N/17*
Chrysler Corp. distributes promotional bumper stickers. FTR. *18 N/8*
Busy days in Detroit. Editorial. (Detroit advertising people must convince inflation-beset consumers that buying a '75 auto makes. economic sense.)*18 N/18*
AMC cars bow, but full effort holding for Pacer. R. Gray. *18 N/217*
GM exec says criticism is 'sophomoric hazing'. *18 N/218*
Auto makers, others, back 'buy' drives. *25 N/53*
Auto dealers try to win buyers. *25 N/58*
Ford puts ad director in top market job, shifts others. R. Gray. *2 D/1*
It can be made, but will it sell? S. Bernstein. (Automobiles made in the 50's got better gasoline mileage, but SRB wonders if Detroit could market such cars, would the public buy such models.) *2 D/16*
AMC extends warranty; Pacer ads won't be cut. *9 D/2*
Newsmen get Henry Ford's economy plan. *16 D/82*
Heavy net tv drive set for March bow of AMC's Pacer. *23 D/2*

AUTOMOBILES, ELECTRIC

Electric vehicle makers tell watts up for market. J. Revett. *25 F/2*
OMC to run ads promoting gas and electric cars. Adbeat. *1 Ap/51*
Avis ads to back electric car test. *1 Ap/56*

AUTOMOBILES, FOREIGN

Mazda ad change not due to M-B, agency exec says. *7 Ja/30*
BMW stops Hoffman move to Rosenfeld, Sirowitz shop. *21 Ja/8*
Canada auto advertisers concur on staying loose. N. Cotter. *28 Ja/20*
Independents back Mazda's mileage claim in new ad. *28 Ja/65*
BMW breaking testimonial ad campaign. *11 F/4*
Toyota stresses roominess and comfort in '74 ad drive. Adbeat. *18 F/70*
Dasher bows in Canada. *25 F/149*
Mazda's drive attacks fuel consumption flap; testing new small auto. *4 Mr/3*
Bit-car owners target of Toyota testimonial ads. *4 Mr/54*
Datsun adds campus thrust to drive, sets $1,800,000 spring campaign. H. Bernstein. (Nissan Motor Corp. launches 'America') *1 Ap/3*
Import auto show exhibitors fret at poor attendance. *15 Ap/10*
Battle certain as foreign cars open in U.S.: Knudson. *3 Je/64*
Toyota back to price, value as ad theme. *10 Je/8*
Volkswagen promotes Love Bug. LMN. *24 Je/69*
Citroen, Peugeot merge. *1 Jl/58*
VW says Golf won't squash Bug, will be companion. J. O'Connor. *8 Jl/1*
Volkswagen's experimental safety vehicle, ESVW II not offered for sale. Adbeat. *15 Jl/87*
Fiat moves account to Carl Ally. LMN. *12 Ag/57*
Datsun readies ads citing 39 mpg EPA findings. LMN. *23 S/1*
Subaru picks Lois agency; price ads stay. *23 S/115*
VW to stress technology in Rabbit model. *14 O/8*
Toyota touchers told 'hands off.' *28 O/4*
Mazda gets $3,000,000 print push. LMN. *4 N/89*
Fiat of Australia consolidates advertising at Grey. LMN. *11 N/73*
Volkswagen of Canada set to spring Rabbit push. Adbeat. *9 D/68*
Volkswagen supports new Scirocco sport coupe with tv. LMN. *16 D/77*

AUTOMOBILES, SMALL

Detroit reluctantly shifts to small car emphasis. R. Gray. *21 Ja/2*
Don't kiss off the big cars yet, warn Portland dealers. *21 Ja/12*
Ford small car radio push set. *4 F/50*
Chrysler to push all small autos in one ad package. *11 F/6*
Ford shifting ad funds to small autos; Iacocca may pool divisions' efforts. R. Gray. *18 F/1*
Honda Civic, EPA winner, opens drive. *4 Mr/54*
AMC growth tied to having 'alternatives.' *18 Mr/18*
Ford shift of ad dollars to smalls part of flexibility move: Morrissey. R. Gray. *1 Ap/2*
Bricklin fastback readied. LMN. *22 Ap/81*
No plans for subcompact, Chrysler says. *22 Ap/86*
Vega engine fails EPA test; future unclear. R. Gray. *29 Ap/75*
Buick aiming at affluent market for Opel subcompact. Adbeat. *13 My/89*
General Motors plans more small cars. LMN. *27 My/1*
GM marketing task: Positioning for its new small car line. R. Gray. *3 Je/2*
Buick promoting Opel. Adbeat. *24 Je/72*
Bricklin Safety Vehicle ('a dream come true') will debut in Northeast. J. O'Connor. *1 Jl/3*
Buick ads hail sporty new Apollo. *1 Jl/30*
Chrysler delays subcompact entry. *5 Ag/44*
GM compacts to get early ads, sales release. R. Gray. *26 Ag/2*
Honda adds campaign to woo women car buyers. H. Bernstein. *26 Ag/3*
Lincoln-Mercury touts value for compact line, luxury for other models. R. Gray. *30 S/2*
Detroit's new car warfare centers on 'Luxury' compacts and intermediates. R. Gray. *14 O/24*
AMC cars bow, but full effort holding for Pacer. R. Gray. *18 N/217*
AMC extends warranty; Pacer ads won't be cut. *9 D/2*
Lincoln-Mercury uses spot tv for Capri "special value package." LMN. *16 D/77*
Heavy net tv drive set for March bow of AMC's Pacer. *23 D/2*
See also AUTOMOBILES, FOREIGN

AVIATION

Cessna addresses business with new energy-saving ads. *15 Ap/22*
Cessna introduces '75 line of light planes. LMN. *29 Jl/53*
Why fuel crunch didn't ground Piper. *14 O/76*

AVIS RENT A CAR SYSTEM INC.

Dry spell hits car rent ads. J. O'Connor. *11 Mr/57*
American Express to form subsidiary as part of Avis buy. *25 Mr/112*
Avis ads to back electric car test. *1 Ap/56*
Avis in Canada talks to 4 agencies. LMN. *22 Ap/81*
Avis Transport of Canada goes to Ogilvy. LMN. *27 My/1*
Avis new print ads team women & new slogan. LMN. *3 Je/61*
Hertz to resume ads with new tv, print effort. LMN. *5 Ag/1*
Hertz, Avis set new drives in battle for business user. L. Haugh. *12 Ag/3*
UAL fails to buy Avis. FTR. *7 O/8*
Avis ads aim at Hertz with a new No. 1 claim tactic. *9 D/66*

AVON PRODUCTS INC.

Avon Lady is changing; new youth, black drive. L. Baltera. *3 Je/1*
Johnson sues Avon over use of Ultra Sheer. *19 Ag/8*

AVOSET FOOD CORP.

Avoset testing egg substitute. LMN. *18 Mr/77*

AWARDS

ADDY awards sponsored by the Advertising Club of Metropolitan Washington D.C. *8 Jl/10*
Advancement of Design Award, sponsored by Industrial Designers Society of America. Adbeat. *14 O/116*
Agency of the Year award, sponsored by 'Advertising Age.' *25 F/1*
American Business Press "Advertising to Business & Industry" awards, 1973. *6 My/10*
American Business Press sponsors Jesse H. Neal Achievement Awards. *4 N/4*
Andy Awards, sponsored by Advertising Club of New York. *3 Je/8*
'Best of the West' creative awards sponsored by the Western Region of the American Advertising Federation. *22 Ap/37*
Besteller, Betterteller and Goodteller awards for 1974, sponsored by Assn. of Industrial Advertisers. *11 Mr/54*
Clio awards sponsored by the American Television & Radio Commercials Festival. *17 Je/8*
Clio awards (international) sponsored by the American Television & Radio Commercials Festival. *24 Je/72*
Corporate social responsibility advertising awards, sponsored by 'Esquire'. *21 O/37*
Crain award for a distinguished career in the business press sponsored by the Crain Foundation. *25 F/161*
G. D. Crain Jr. award sponsored by the AIA. *24 Je/71*
Effie awards. *24 Je/8*
Emmy Awards, sponsored by National Academy of Television Arts & Sciences. *3 Je/61*

Employe benefits communications awards sponsored by 'Business Insurance' magazine, Chicago. *6 My/81*
Fragrance Foundation awards for fragrance recognition. *17 Je/88*
Fulfillment manager of year award, sponsored by Fulfillment Management Assn. Adbeat. *24 Je/72*
Gold Mail award, sponsored by Direct Mail Marketing Assn. *7 O/8*
Gold Screen Award, for distinguished use of tv, sponsored by the Television Bureau of Advertising. *25 N/4*
International Film & TV Festival of New York awards. *25 N/57*
Hatch awards sponsored by the Advertising Club of Greater Boston. *8 Jl/59*
Robert E. Healy Award sponsored by Interpublic for their own executives contributing most to client — and company — progress. *25 F/12*
The Henry Hoke Sr. Award for the best mailing piece, sponsored by the Mail Advertising Service Assn. *13 My/84*
International Broadcasting awards sponsored by the Hollywood Radio & TV Society, Los Angeles. *25 Mr/107*
MASA President's Plaque for design and production sponsored by the Mail Advertising Service Assn. *13 My/84*
MCEI awards for promotion of the year. *17 Je/85*
Miles Kimball medallion: the mail advertising industry's highest honor, sponsored by the Mail Advertising Service Assn. *13 My/84*
Lulu awards sponsored by the Los Angeles Advertising Women. *6 My/12*
'Man of the Year' award to several men, presented by the t.f. Club of Detroit. *27 My/32*
Marketing/Advertising/Communications awards sponsored by the AIA. *24 Je/71*
Minneapolis Art Directors Club Show for best media, collateral and special ad campaigns. *17 Je/72*
'Nation's Business' awards for the 1973 advertising message that speaks best for free enterprise. *8 Jl/51*
National Assn. for the Advancement of Colored People Image awards. *19 Ag/42*
National Restaurant Assn.-Pepsi-Cola Co. award for best 1973 promotion. *17 Je/84*
Jesse H. Neal editorial achievement award sponsored by the ABP. *25 F/161*
One Show gold medal awards. *10 Je/2*
Oscars, Academy of Motion Picture Arts & Sciences, Hollywood. *25 F/3*
Oscar again captures most-watched honors. J. Forkan. (Report on time buys for award programs on tv.) *3 Je/10*
Parlin Award, sponsored by the Philadelphia chapter of the American Marketing Assn. *8 Jl/46*
Point-of-Purchase Advertising Institute awards. *2 D/46*
POPAI award for advertiser man-of-the-year. *7 O/6*
The Post Awards for design and production sponsored by the Mail Advertising Service Assn. *13 My/84*
1974 Postmaster of the Year Award, sponsored by the Direct Mail/Marketing Assn. *23 S/104*
Publisher of the Year award, Magazine Publishers Assn. *23 S/54*
Rutgers-Deutsch, Shea & Evans awards for advertising that carried a message of social significance. *13 My/30*
Sales & Marketing Executives Assn. of Chicago, Executive of the Year. *25 Mr/23*
'Saturday Review/World' 20th Anniversary Awards. *17 Je/81*
SMI Advertising Merit Awards sponsored by 'Woman's Day.' *20 My/84*
Society of Publication Designers, for magazine design. Adbeat. *10 Je/66*
'Sting' awards, for fighting legislation for a Consumer Protection Agency. LMN. *10 Je/63*
Suburban Newspapers of America awards for general excellence of presentation at SNA conf. *17 Je/72*
U.S. Industrial Film Festival Awards. *3 Je/54*
U.S. Television Commercials Festival awards. *16 S/34*
'Women of the Year' awards, sponsored by Clairol Inc. *15 Ap/62*
John Howie Wright Cup for design and production of a self-promotion campaign, sponsored by the Mail Advertising Service Assn. *13 My/84*
WSAAA hails MacDonald as man of year. *28 Ja/12*

AXELROD, MYRIL D.
Qualitative is most vulnerable research: Axelrod. *13 My/82*

AXIOM MARKET RESEARCH BUREAU
Stanton to purchase Simmons from Cordura; also JWT considers selling Axiom. LMN. *13 My/1*
Execs say Simmons buy from Cordura near; doubts linger. J. Forkan. *20 My/2*
Admen study new ARF audit; report stings Simmons, TGI. J. Forkan. *27 My/3*
New Axiom study to probe magazine ad effectiveness. *7 O/8*
Starch 'elite' study out; 'Time' leads 21 others. *21 O/8*
'Time' will back search for alternative research. *25 N/1*
'Time' seeks industry support in research beef. *2 D/2*

AXTELL, BROWN & LINDLEY
Renamed Number Ten Chicago. *25 N/57*

AYER/BARKER/HEGEMANN
Ayer/Barker/Hegemann international deal inked. *13 My/2*

AYER/JORGENSEN/MacDONALD
Potlatch Corp. moves account to Ayer/Jorgensen/MacDonald LMN. *10 Je/63*

AYER, N W ABH INTERNATIONAL
Army probes ad agency pick; Ayer exec denies allegations. J. Revett. *29 Ap/1*
Lees Carpets withdraws account from N W Ayer. FTR. *29 Ap/8*
Army again will review agency setup. J. Revett. *13 My/1*
Ayer/Barker/Hegemann international deal inked. *13 My/2*
Army narrows ad inquiry to payment rates. *20 My/1*
Probe shifted on Army-Ayer, possibly in agency's favor. *24 Je/3*
N W Ayer monitors tv stations commercials-run performance. FTR. *29 Jl/8*
Army fighting calls for Justice Ayer pick probe. *26 Ag/216*
Army announces competition for recruitment ad program. FTR. *16 S/8*
Army mailing questionnaires to agencies this month. LMN. *21 O/1*
Ayer internationalizes name. *28 O/4*
Audit of Army recruitment ad campaign completed by N W Ayer. LMN. *4 N/89*
Today's muddled Army. Editorial. (The Army and its relationship with N W Ayer is less than clear, and the competence of the Army to select an ad agency is questionable.) *16 D/12*
Army probe clears Ayer: Justice Dept. gets data. J. Revett. *9 D/1*
Army ad audit uncovers 'procedural deficiencies.' LMN. *25 N/1*

BASF WYANDOTTE CORP.
Int'l Knights of Wine begins to market line of youth-oriented fruit wines. Adbeat. *27 My/60*

BABY FOOD
Baker/Beech-Nut offers nursery items as promotions. Adbeat. *18 F/70*
Gerber woos adults with Singles line of heat-eat items. V. Adams. *1 Ap/1*
Landey adds Beech-Nut line. LMN. *1 Ap/55*
Heniz doubles '74 ad budget to support its consumer line. N. Giges. *29 Ap/3*
Heinz repackages line of baby food. Adbeat. *4 N/85*
Baker/Beech-Nut moves headquarters, and terminates Martin Landey, Arlow Advertising. LMN. *16 D/77*
Scott testing entry in baby towelette market. V. Adams. (A brief look at the baby towelette market.) *2 F/164*
Proctor & Gamble tests extra strength daytime Pampers. LMN. *4 Mr/53*
Gerber slates April bow for new magazine on baby care. L. Edwards. *23 D/8*

BACHE & CO.
Bache & Co. after pres. resignation, ran ad stressing revamp of economic policy. FTR. *12 Ag/8*

BAIT & SWITCH ADVERTISING
Sears denies FTC charge of using bait and switch ad. (Also, Borden-ReaLemon sales strategy case.) *15 Jl/2*
Zenith begins ad attack on bait and switch tactic. *29 Jl/6*
Zenith's one-two punch. Editorial. (Zenith warns consumers of bait and switch tactics, while promoting its own name.) *12 Ag/10*
Price ads: One way to help. Editorial. (Marketing community can do much to curb inflation by running price guidance advertising to cost-conscious consumer, with no bait and switch tactics involved.) *9 S/16*

FTC drops 'consumer warning' ruling for ads. LMN. (FTC orders carpet dealers to refrain from bait and switch tactics.) *28 O/71*
BAKER-ADY CO.
Baker-Ady Co. develops a way to convert potato processing waste into soap. Adbeat. *15 Jl/87*
BAKER/BEECH NUT CORP.
Baker/Beech-Nut offers nursery items as promotions. Adbeat. *18 F/70*
Landey adds Beech-Nut Line. LMN. *1 Ap/55*
Baker/Beech-Nut moves headquarters, and terminates Martin Landey, Arlow Advertising. LMN. *16 D/77*
BAKING PRODUCTS
Hershey, Nestle launch chocolate-flavored chips. *23 D/25*
BALL CORP.
Jar marketers scrabble to meet rising demands. *18 N/24*
BAMA MEATS
Green Giant to dispose of its Bama Meats unit. *12 Ag/45*
BANCROFT RACKET CO.
C-P readies track meets, Bancroft buy. *28 O/21*
BANFI IMPORTERS CORP.
John Paul Itta gets Riunite wines. *25 F/8*
BANK OF AMERICA
Bank of America opens travel club. *8 Jl/61*
Banks form IBANCO to streamline operations. *14 O/76*
BANKS & BANK ADVERTISING
Banks' marketing moves point up growing ad role. *7 Ja/8*
First National Bank of Chicago runs spot on Super-Bowl. LMN. *7 Ja/53*
Janet Lynn promotes banks in Rockford, Ill. Adbeat. *28 Ja/57*
Peoples Trust of New Jersey breaks ad campaign. Adbeat. *4 F/53*
Outside In, banking publication reports on bank statistics. Adbeat. *25 F/154*
Bowery Savings Bank offers tours to depositors. Adbeat. *25 Mr/103*
Industrial National Bank of Rhode Island picks Ted Bates. LMN. *25 Mr/115*
DDB resigns United California Bank account. FTR. *15 Ap/8*
UCB consolidates ad account at FC&B. FTR. *29 Ap/8*
Security keeps Y&R. *6 My/65*
Neil Armstrong is spokesperson for American Bankers Assn. Adbeat. *13 My/89*
NY Bank for Savings suspends new "payment order" ad campaign. LMN. *3 Je/61*
N.Y. savings banks offer check account variation. *17 Je/94*
Franklin Society mounting ad effort with spokesman Don Adams. Adbeat. *17 Je/108*
Bloomfield State Bank, N.J. running ads offering 10¢ on every 100 pennies brought in. Adbeat. *17 Je/108*
N.Y. bank group moving to block check account bid. *24 Je/62*
Bank of America opens travel club. *8 Jl/61*
Ad 'piracy' charge sparks dispute at Canadian banks. *15 Jl/83*
Advertising of credit by banks, finance and trust companies encourages nomadic consumption. Adbeat. *22 Jl/71*
Bank ads tout 'phobia' cures. *29 Jl/34*
Bread themes on the rise in New England banking ads. *26 Ag/200*
Marine Bancorporation adopts family name. Rainier. Adbeat. *26 Ag/206*
Chemical Bank goes after new (younger) promotions. Adbeat. *26 Ag/206*
Chemical Bank goes after new (younger) borrower. *16 S/45*
Shortages of pennies result in bank promotions. Adbeat. *16 S/92*
Banks must review their advertising in time of credibility problem. Adbeat. *7 O/94*
JWT ads for Euro break as bank absorbs Franklin. *14 O/3*
Banks form IBANCO to streamline operations. *14 O/76*
Canadian bank is 1st world sponsor of Russian language television commercials. Adbeat. *21 O/95*
Four markets get Citicorp's new 'financial center' plan. T. Allen. *21 O/99*
Bresler's Ice Cream markets product as bank premium. *28 O/67*
Ad campaign gets S&L a new name: Freedom Federal. *4 N/4*
Banks increase ads to stem saver defection, study finds. *11 N/69*
Fred Meyer's plan for s&l's worries Oregon competitors. *18 N/208*
Gold to hit market without many ads. T. Allen. *9 D/1*
Canadian bank ads set. *16 D/30*
First Women's Bank offers ownership subscriptions via NY times. Adbeat. *16 D/72*
Bank Marketing Assn. offers workbook to assist bankers. Adbeat. *16 D/72*
Columbus bank opens first automated facility. *23 D/1*
Gold ads trickling out; approach is cautious. *23 D/3*
Harris ads promote new Money Stores. *23 D/26*
BANQUET FOODS CORP.
Banquet shifts convenience foods to J. Walter Thompson. LMN. *22 Jl/75*
BANTAM BOOKS
Publishers rush tape books, hope sales go like (deletion.) *13 My/98*
BANZHAF, JOHN III
Banzhaf's outdoor skewering. Editorial. (AA urges John Banzhaf to drop his petition to prohibit cigaret advertising on outdoor boards). *28 Ja/14*
BARNES-CHASE ADVERTISING
WIMC vows payment of Barnes-Chase media debts. *20 My/2*
Vinson buys into Buchanan shop. *10 Je/64*
Kaufman, Lansky named to handle San Diego bureau. *8 Jl/8*
BARNETT, IRWIN M. (author)
Retail media mix as it looks to an agency man. *30 S/28*
BARNETT, ZLOTNICK INC.
Y&R adds retail execs, looking acquisitions. *14 Ja/3*
GU names Barnett Zlotnick for NY account. FTR. *19 Ag/8*
BARTELL BROADCASTERS INC.
FCC fines KCBQ. *7 Ja/30*
BARTON BRANDS, LTD.
Barton man wants more brand selling. *8 Ap/22*
Barton will launch new tequila, bourbon efforts. T. Rowan. *22 Jl/2*
BARUCH, RALPH
Cable no threat to net tv fare: Baruch. *14 O/83*
BASKIN-ROBBINS
Baskin-Robbins advertises in Japan. Adbeat. *28 Ja/57*
BATES, TED, & CO., INC.
Standards Brands, Bates to barter health tv series. *4 Mr/50*
Industrial National Bank of Rhode Island picks Ted Bates. LMN. *25 Mr/115*
Cathay Advertising, Hong Kong, is renamed Ted Bates Ltd. *13 My/30*
Kal Kan Foods shifts some accounts to Ted Bates while Bates loses Calgon products account. FTR. *21 O/8.* See also *28 O/8,* FTR.
Ted Bates & Co. retains Amtrack account. FTR. *30 D/2.* See also *28 O/8,* FTR; *25 N/53,* LMN.
BATH PRODUCTS
Love cosmetics launches bath product line. LMN. *21 Ja/73*
Bubbling Herbal Bath goes national. LMN. *22 Ap/81*
Bristol-Myers adds citrus bubble bath to Softique line. LMN. *3 Je/61*
Calgon shifts $2,000,000 chunk to Grey. LMN. *15 Jl/1*
Village Bath Products introduces Beauty Bath Shaker & Village Greenery Soap Collection. Adbeat. *15 Jl/87*
S. C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*
Hirsch, Lopez buy bath line importer. *28 O/76*
Clairol rolls out Herbal Essence bath line. LMN. *30 D/1.* See also *28 O/71,* LMN.
BATTEN, BARTON, DURSTINE & OSBORNE, INC.
Laming leaves Batten, Barton, Durstine & Osborne, Ltd. to head NC&K in London. *14 Ja/64*
Bergin keeps BBDO stock, but will compete at SSC&B. *4 F/20*
BBDO Int'l buys Chevalier shop. *18 F/71*
BBDO and Harry Truman once had run-in. Adbeat. *4 Mr/49*
BBDO revenues rise; earnings up 13% in '73. *4 Mr/58*
BBDO reportedly landing $6,000,000 GE chunk. LMN. *1 Ap/1.* See also *8 Ap/8,* FTR.
Public agencies falter during 1st quarter '74, no quick upturn seen. B. Donath. *6 My/1*
Thom McAn names BBDO as agency. *27 My/8*
Quaker's Life moves to BBDO; DDB off roster. *27 My/8*

BBDO staffers in NY try new voluntary in-house course. Adbeat. *10 Je/66*
BBDO takes four of eight Effies. *24 Je/8*
Public shops 2nd quarters indicate '74 a trying year. *29 Jl/8*
BBDO sets up Corporate Communications Group. LMN. *12 Ag/57*
Grey & BBDO report nine-month income gains. FTR. *4 N/8*
How BBDO, Standard Oil chose cost-plus — and make it work. A. Bellaire. *4 N/60*
BBDO to buy its own shares. *25 N/53*
BBDO buys into CBBA; severs other Brazil shop tie. *2 D/70*
BBDO buys 30% of Italian agency. *16 D/83*
Chevron ads misled, played on 'anxieties': FTC. *23 D/1*
Appeals likely after FTC's Chevron rule. *30 D/31*

BATTERY NULIFE CORP.
'Volt' battery charge ads set. Adbeat. *15 Ap/62*

BAUMAN, HOWARD
Consumer need, price-value to be market basics: Bauman. *25 N/43*

BAVARIAN MOTOR WORKS
BMW stops Hoffman move to Rosenfeld, Sirowitz shop. *21 Ja/8*
BMW breaking testimonial ad campaign. *11 F/4*
BMW & Hoffman assign account to Ammirati Puvis AvRutick. LMN. *12 Ag/57*

BEAM, JAMES B., DISTILLING CO.
American Brands hits record despite problems. *8 Ap/18*

BEATRICE FOODS CO.
Sanna tests puddings. *25 F/150*
Eckrich offers Hank Aaron premium bat. Adbeat. *1 Ap/51*
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*
Kraft, Borden join peanut butter brands battle. (Roundup of the peanut butter market.) *20 My/2*
Beatrice will increase ad spending 10% *17 Je/123*
RJR revamps Chun King to fight La Choy. *8 Jl/61*
M. J. Holloway division begins free color film offer. Adbeat. *9 D/68*

BEAUTY APPLIANCES
See PERSONAL CARE APPLIANCES

BEAUTY PAGEANTS
Miss American Teen-Ager is latest pageant to go network. Adbeat. *13 My/89*
Pageants no fading star, telecast ratings indicate. J. Forkan. *5 Ag/3*

BEDDING
Englander Co. breaks tv spots for Tension Ease bedding. Adbeat. *7 Ja/51*
Home furnishings men hike consumer budgets; fuel bind instrumental. V. Adams. *14 Ja/3*
Sealy breaks with tv spots for Golden Sleep Days. LMN. *17 Je/123*
Simmons breaking fall campaign. LMN. *24 Je/69*
Simmons Co. breaks consumer education program on buying a mattress. Adbeat. *25 N/56*
Spring Air Mattress Co. increases national ad budget. Adbeat. *30 D/32*

BEECH AIRCRAFT CORP.
Why fuel crunch didn't ground Piper. *14 O/76*

BEECHAM INC.
Fleetwood purchased. *13 My/86*
Beecham Inc. tests Mistelle deodorant. LMN. *1 Jl/55*
New disposable douches enter market in wake of Summer's Eve success. L. Haugh. *30 S/1*

BEEF INDUSTRY COUNCIL
Beef council push touts low prices; new campaign set. *29 Jl/55*

BEER & BREWERS
Schmidt's beer's new campaign breaks. Adbeat. *21 Ja/58*
Labatt's Breweries introduces beer in American Can's press button can. Adbeat. *28 Ja/57*
Top brewers expand lead; total sales up 4.7% in '73. (Includes chart of sales of 20 leading brewers: 1972-73) *4 F/16*
Canada unit asks beer ads eschew party atmosphere. *25 F/148*
Schlitz breaks new ads for Old Milwaukee beer. Adbeat. *25 F/154*
Anheuser is reaching women in '74; Mich Vll bows. *4 Mr/1*
Peter Hand introduces Old Chicago Dark. FTR. *4 Mr/8*
Canadian brewer marketing packs with six brands. *4 Mr/50*
Miller trying can, bottle recall effort. *11 Mr/12*
Grain Belt breaks tv campaign. LMN. *11 Mr/56*
Grain Belt shifts ad dollars to stave off Olympia invasion. *18 Mr/56.* See also LMN p. 77.
Carling begins major moves as sales dip. *25 Mr/3*
Piel Bros. radio campaign will use impersonations of Edward G. Robinson, W. C. Fields and others. Adbeat. *1 Ap/51*
Carling moves brews to Toronto shops. LMN. *8 Ap/65*
NARB investigating Old Milwaukee beer commercials. LMN. *15 Ap/59*
New Diamond lager out. *22 Ap/64*
Falstaff Brewing Corp. tests returnable 12 oz. bottles. Adbeat. *29 Ap/72*
Miller set to handle Lowenbrau importing. *6 My/86*
Testimonials for Genesee beer have been filmed both in US and abroad. Adbeat. *13 My/89*
Stroh gets it together, new ads break May 20. R. Gray. *20 My/4.* See also *13 My/93,* LMN.
Canada shops plan third unit for Carling account. *27 My/20*
Miller expands low-in-calorie Miller lite. Adbeat. *3 Je/57*
C. Schmidt withdraws beer commercial similar to that of Coca-Cola. Adbeat. *10 Je/66*
Gunther testing in East. *17 Je/4*
American Can Co. seeks Jax buyer; Pearl interested. *17 Je/8*
Schlitz readies heavy p.o.p. effort. *17 Je/24*
Lucky Lager bottler files Hamm suit. *17 Je/116*
Ex Bier now in New York; Gablinger's will try again. *24 Je/8*
Pearl acquires Jax; puts it at Bloom. *1 Jl/56.* See also *16 S/92,* Adbeat.
Agency shift seen after Formosa sale. *29 Jl/25.* See also *22 Jl/75,* LMN.
Burgie moves into Chicago. *12 Ag/60*
Burgie tack in Chicago ads may bring on Cal. revamp. *19 Ag/1*
Miller Brewing testing 8-oz. cans of Miller High-Life. LMN. *2 S/41*
Alcoholic drinks will continue to grow, study says. *9 S/40*
Schaefer sets plans unit, moves to broaden base. (Also, Rheingold Breweries beset with problems.) *9 S/78*
Top brewer ad spending slipped 8.7% last year; average per bbl. is 95¢. T. Rowan. (Includes advertising costs for beer, ale and malt liquor.) *23 S/3*
See growing pressure to ban wine, beer spots. M. Christopher. *30 S/6*
A 'toast' in tv's future? Editorial. (Broadcasters keep a close watch on beer and wine commercials, while liquor companies may see fit to join beer and wine on radio and tv.) *7 O/16*
Canada's Lalonde sees possible tv beer ad ban. N. Cotter. *7 O/28*
Olympia beer backs into Chicago; brewer not happy. T. Rowan. *28 O/4*
Pabst Brewing introduces 7 oz. cans and bottles. LMN. *4 N/89*
Schlitz signs Telly Savalas. LMN. *23 D/25*
See also MALT LIQUOR

BEETLEBOARDS OF AMERICA INC.
Airlines to repeat youth offer. *3 Je/24*

BEHRENDS & HENDERSON ADVERTISING
Renamed Behrends & Co., High Point, N.C. *4 N/35*

BELL & HOWELL CO.
B&H Schools promote home study course. Adbeat. *8 Ap/61*
Bell & Howell teams with Warner Bros. in promotion. Adbeat. *15 Ap/62*
Settlement reached on Eastman-Kodak, Bell and Howell anti-trust suit. FTR. *15 Jl/8*
B&H, Mamiya agree. *15 Jl/77*

BELL, JOHN (author)
Historian Boorstin on communications: A cure for industry's self diagnosis. *7 O/17*

BELLAIRE, ARTHUR (author)
Creative clutter: How it happens and how to avoid it. *14 Ja/34*
Where the producer really earns his keep — the bidding process. *4 Mr/36*
How do you hold down costs? Top tv producers air their views. (First of 2-part series.) *1 Ap/33*
Top tv producers tell ins, outs of analysis and handling of bids. (Last of 2-part series.) *22 Ap/52*
Get the most out of your package in tv commercials. *29 Ap/30*
More retailers move into tv; direct creative approach works. *13 My/44*
New standardized bid form tells it all. *24 Je/48*

Ralston Purina, WRG team up to test a new 16 mm stock. *12 Ag/34*
Hire a great director — then help get your money's worth. *2 S/34*
Tape has its pros and cons, but the big kicker is cost. *7 O/68*
How BBDO, Standard Oil chose cost-plus — and made it work. *4 N/60*
How to grapple with inflation in producing tv commercials. *16 D/58*
First Bellaire survey finds tv commercials forget to involve viewers. *30 D/17*

BELLIVEAU, WILLIAM & ASSOCIATES
Belliveau buys GGS. *2 S/15*

BELTONE ELECTRONICS CORP.
Beltone ads hit with FTC false advertising complaints. FTR. *13 My/8*

BELTZ WORLD TOURS
Pan Am files cross-claim suit with international air group, travel shop. *13 My/40*

BENDIX CORP.
Bendix introduces lightweight travel trailer. FTR. *13 My/8*

BENITO, LOUIS
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Benito.) *18 N/200*

BENNETT, GORDON & ASSOC.
Bennett charges VW with trademark infringement. FTR. *15 Ap/8*

BENRUS CORP.
'Time bracelet' ads set. *2 D/25*

BENSON & HEDGES (CANADA)
Belvedere cigaret's 'Beautiful Blue' ads begin in Canada. *25 F/148*

BENTON & BOWLES INC.
A. W. Hobler, B&B partner and radio ad pioneer, dies. *7 Ja/2*
B&B buys interest in Barcelona ad agency. *7 Ja/56*
B&B buys Colangelo. *28 Ja/58*
McKim/Benton & Bowles buys Skelton Advertising, Calgary, Canada. LMN. *25 F/163*
McKim is Canadian again; sets joint venture with B&B. *1 Ap/56*
B&B billings up. *8 Ap/34*
B&B to announce overseas affiliation. LMN. *6 My/81*
B&B departs from overseas policy with Chuo Senko joint venture. *13 My/2*
B&B Opens Canada shop. *12 Ag/47*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
New ads to carry 'WIN' theme; button donations are rolling. *14 O/3*
B&B unit creates WIN campaign in five busy days. *21 O/1*
B&B joins Western States Advertising Agencies Assn. *4 N/26*
WIN ads sytmied by cash shortage. J. Revett. *25 N/1*

BERGIN, JOHN F.
Bergin keeps BBDO stock, but will compete at SSC&B. *4 F/20*

BERGSTROM PAPER CO.
No early end to paper shortage predicts Thompson of Bergstrom paper. Adbeat. *23 S/107*

BERKEY PHOTO, INC.
Berkey Photo moves account to Kane, Light, Gladney. LMN. *26 Ag/209*

BERKOWITZ, MORTIMER, CO.
Berkowitz forms sales and marketing representative unit. *13 My/80*

BERNBACH, WILLIAM
DDB exec shuffle is start of agency image revamp. B. Donath. *25 Mr/3.* See also *18 Mr/77,* LMN.
Political freedom in adland. Editorial. (AA lauds Bill Bernbach's position encouraging ad people to partake in political campaigns, but asks that they exercise some caution.) *17 Je/16*
Co-workers, alumni join in salute to Bernbach's genius. B. Donath. *29 Jl/3*

BERNSTEIN, S. R.
Groups await direction for anti-inflation ad tack. *16 S/90*
Bernstein savings bond proposal gains support. *30 S/4*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
Ford urges bond drive. *21 O/102*
See also CON-SID-ERATIONS

BERRY ADVERTISING
Renamed Berry & Baker, Dallas. *26 Ag/196*

BERRY, ALAN D. (author)
Grocery trade dealing as a way of life. *9 D/52*

BEST FOODS
See CPC INTERNATIONAL INC.

BETHLEHEM STEEL CORP.
NARB panel rules Bethlehem coal ad may be misleading. *14 O/72*
Supreme Court reviews Bethlehem Steel suit on illegal corporate funding of political candidate. FTR. *18 N/8*

'BETTER HOMES & GARDENS'
'Holiday Crafts' to bow. *6 My/86*
BH&G lower ad rates. LMN. *29 Jl/53*
'Better Homes & Gardens' & furniture manufacturers combine as consumer information centers in retail stores. FTR. *21 O/8*
'Better Homes & Gardens' raises circulation rates. LMN. *11 N/73*

BEVERAGES—CARBONATED
Coca-Cola with "lymon" Sprite campaign increase sale of soft drink. Adbeat. *14 Ja/57*
Schweppes taps Gerbic. *25 F/12*
Humorous ads are Faygo's answer to big competition. *18 Mr/12*
Dr Pepper drops 'misunderstood' theme. FTR. *1 Ap/8*
Coke set to launch all-plastic bottles; tests large-mouth. *22 Ap/12*
Tie RC agency search to falling market share. N. Giges. *29 Ap/3*
Dr Pepper ads 64 oz. bottle. Adbeat. *29 Ap/72*
No-Cal drops calorie pitch; ads will stress taste, variety. *13 My/3*
Welch Foods & Coke introducing grape carbonated soda as joint venture. LMN. *13 My/93*
Schweppes planning a spring/summer campaign for its carbonated mixers. Adbeat. *20 My/103*
Canada Dry cans love pitch in ginger ale repositioning. *27 My/63*
Burnett seen as leader in Royal Crown search. *3 Je/2*
Bubble Up launches effort in Canada. *1 Jl/24*
Comics give quality image: Flavor Valley. *1 Jl/30*
Burnett gets RC nod as Pepsi shifts ad execs, Coke tries a new theme. N. Giges. *8 Jl/1*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
Soft drink marketers using corn syrup sweetener instead of sugar. FTR. *19 Ag/8*
Butz hits 'flashy advertising.' (Flashy advertising is pushing Americans into poor eating and drinking habits. Butz states.) *16 S/92*
7UP promoted as holiday mixer. Adbeat. *16 S/92*
Dr Pepper is 'most original' drink; ads say. N. Giges. *21 O/8*
Coca-Cola introduces lemon-lime soft drink in Minnesota. Adbeat. *11 N/67*
Coca-Cola & Pepsico step-up marketing of soft drinks in plastic bottles. FTR. *25 N/8*
Soft drinks attack sugar hikes with couponing. *2 D/1*
Keough of Coca-Cola named Adman of the Year. N. Giges. *16 D/cover*
Crush to use substitute for sugar in drinks. *23 D/11*
Consolidated Foods subsidiary Shasta beverages tests Dr. X soft drinks. LMN. *30 D/25*

BEVERAGES—DIETETIC
Karras carries Faygo message. *14 Ja/28*
Humorous ads are Faygo's answer to competition. (Alex Karras is spokesman.) *18 Mr/12*
New entries fail to dent diet market. *1 Ap/8*
Tab refigures calories; ads say it's now one per 16 ozs. *15 Ap/27*
Seven-Up rolls out sugar-free offering. *6 My/65*
No-cal drops calorie pitch; ads will stress taste, variety. *13 My/3*
Weldon Foods sets ads for Alba 77, sugar free iced chocolate beverage. Adbeat. *13 My/89*
Schweppes marketing sugar-free ginger ale. LMN. *1 Jl/55*
Future cloudy for cyclamate. *23 S/80*
Faygo moves into Chicago Market. (Alex Karras as spokesperson.) *7 O/23*
Diet Pepsi gets new ad campaign. *28 O/4*
Coke testing new sugar-free drinks under Tab banner. *28 O/58*
Price council gets PepsiCo to cut cost of diet drinks. *11 N/1*
RC in diet arena again with part-sugar Lite cola. *18 N/20.* See also *4 N/89,* LMN.
Soft drinks attack sugar hikes with couponing. *2 D/1*
Coke rolls out fruit-flavored Tab entries. LMN. *9 D/73*

BEVERAGES—NON-CARBONATED
Salada tea talks about coffee in new tv ad effort. *28 Ja/58.* See also LMN p. 61.

Salada pulls ad objectionable to Colombian group; detente sought. *4 F/1*
Wyler drink mixes to do battle with Kool Aid. LMN. *11 F/1*
Salada settles ad suit with Colombian growers. *4 Mr/1*
Salada agency reportedly will share suit settlement. *11 Mr/50*
Carnation agrees to FTC order on chocolate drink. *22 Ap/6*
Pillsbury in national distribution of large cans of Funny Face drink mix. LMN. *29 Ap/75*
Japan gets Yoo-Hoo. *6 My/74*
Weldon Foods sets ads for Alba 77, sugar free iced chocolate beverage. Adbeat. *13 My/89*
Hi-C moves frozen concentrates into Los Angeles. LMN. *26 Ag/1*
Smucker's introducing apple juice in cans. LMN. *26 Ag/209*
Ovaltine aims at moms, not kids, in tv ads. L. Edwards. *23 S/8*
See also COFFEE
JUICES

BIC PEN CORP.
Bic lighter rolls out. *28 Ja/54*
Bic Pen tests Fannyhose in two markets. *18 F/47*. See also *11 F/8*, FTR.
Bic plans tv push. *18 F/23*
Bic enters Canada with butane lighter. *13 My/60*
Bic Pen supporting its disposable lighters with tv. Adbeat. *27 My/60*
Bic moves Fannyhose test to three new cities. *9 S/35*
Bic Pen reduced packaging to save raw materials. Adbeat. *9 S/88*
Bic Pen ships Solzhenitsyn lifetime supply of pens. Adbeat. *23 S/107*
Gillette, Bic have firm hold on disposable lighter market. J. O'Connor. *30 D/2*

BICENTENNIAL
American Express takes kudos for Bicentennial refurbishing of Liberty. *18 F/3*
Private U.S. Bicentennial Society licensing historical reproductions. J. O'Connor. *25 F/2*
Crain plans Bicentennial conference. *18 Mr/2*
City of Boston to issue Bicentennial coupon book. Adbeat. *1 Ap/51*
Bicentennial conference to highlight marketing. *8 Ap/66*. See also *3 Je/61*
Reuss raps Bicentennial 'exploitation.' *15 Ap/8*
Whose Bicentennial? Editorial. (Although instances of exploitation by business will occur in the bicentennial celebration, planning & preparation will help companies originate projects which will relate to historical events.) *22 Ap/16*
Eaton says being known is worthy ad objective. B. Donath. (Eaton buys exclusive sponsorship of the 'American Parade' series of bicentennial specials.) *22 Ap/42*
Top execs will address Bicentennial conference. *22 Ap/74*
Bicentennial board studies logo licensing. *29 Ap/10*
Bicentennial boss outlines business role in celebration. *13 My/94*
Speakers tell Bicentennial action plans. *20 My/108*
Retailers question worth of Bicentennial tie-ins. L. Baltera. *27 My/10*
Bicentennial administrator okays promotion of tie-ins. *3 Je/66*
Congress will sponsor tv spots for Bicentennial. Adbeat. *3 Je/57*
How advertisiers can join in celebration of U.S. Bicentennial. R. Grelich. *10 Je/48*
Warner outlines U.S. views for Bicentennial promotions. N. Green. (At CCI's Call-to-Action Conference.) *17 Je/3*
The flag is still a pleasant sight. S. Bernstein. (SRB comments on the pride and symbolism behind the American flag). *1 Jl/16*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*
Bicentennial-related new products are burgeoning. L. Haugh. *22 Jl/23*
American Revolution Bicentennial Administration breaks public service radio drive. LMN. *22 Jl/75*
Senate okays U.S. travel bill. (Promotional Bicentennial travel.) *26 Ag/209*
Revolutionary Ideas set. (Creative promotional company.) *9 S/40*
Early Times drive includes biggest insert. *23 S/100*
Bicentennial medal ads get public service. *30 S/4*
Zenith represented in Bicentennial exhibit. Adbeat. *30 S/87*
Premiums latch on to Bicentennial to spur that spirit. N. Green. *14 O/44*
Big Bicentennial drive for Penna., but Mass. plans only regional ads. J. Revett. *21 O/95*
Bicentennial, WIN items highlight premium show. *28 O/8*
Kodak to tout Bicentennial with photos. *28 O/71*
Ade sets Bicentennial planners; offers leaflet. *4 N/36*
Tell City told to halt its use of Bicentennial logo in ads. *2 D/58*
The Declaration — lawyers' version. E. McCabe. *9 D/17*
IBM, Penney, Bird set Bicentennial tie-in programs. *9 D/66*
'Time' sets Bicentennial issue for spring. LMN. *9 D/73*

BICYCLES
They pedal it with Chicken Power. H. Bernstein. *11 F/48*
Indy bike race set, Cool-Ray will be sponsor. *25 F/140*
Nabisco 10-speed bikes test in supermarkets. *17 Je/6*

BILLBOARD PUBLICATIONS
Billboard's 'Architectural Forum' is sold. B. Donath. *1 Ap/8*
'Billboard's' 80th anniversary issue raises ad revenues. Adbeat. *3 Je/57*
ABC finalizes Billboard deal. *1 Jl/28*. See also *24 Je/8*, FTR.
Fairchild drops 2% agency discount, others believed ready to follow suit. *8 Jl/2*
'Artist' to hike rates and drop 2% discount in '75. *19 Ag/6*

BILLY JACK ENTERPRISES
Billy Jack promo set. *7 O/89*
'Trial of Billy Jack' making bucks; ad blitz overcomes lousy reviews. C. Wingis. *9/D/4*

BIOTA INTERNATIONAL
Snoopy signs up for dog treat line. *25 Mr/4*

BIRD & SON, INC.
IBM, Penney, Bird set Bicentennial tie-in programs. *9 D/66*

BISHOP CO.
Agrico adds three new products to garden line. Adbeat. *7 Ja/51*
Bishop readying moves to challenge lawn care leaders. *24 Je/20*

BISON FOODS
Bison Foods introducing fruit-bottomed yogurt. LMN. *9 S/85*

BLACK ADVERTISING AGENCIES.
Impact formed. *14 Ja/24*
Barbara Proctor's definition of the ad function: Helping client, consumer touch base. (Winner of the Chicago Women's Ad Club Ad Woman of the Year award.) *25 Mr/106*
Small weighing merger offers. LMN. *22 Ap/81*
Proctor & Gardner won't buy media if blacks excluded. *17 Je/116*
Panel on blacks agrees data lack hurts media. *1 Ap/10*
Research of blacks gets increasingly painstaking. *1 Ap/10*
Revenue for top 100 black-owned business rose in '73, reported by 'Black Enterprise.' Adbeat. *3 Je/57*

BLACK MARKET
Impact formed. *14 Ja/24*
New market: Among blacks, the haves are now overtaking the have-nots. K. Wall. (A look at the changing black market and the rise of the black middle class.) *11 F/35*
Dr. Tichenor's uses Negro markets as spring-board for metro franchises. B. Donath. *18 F/3*
Panel on blacks agrees data lack hurts media. *1 Ap/10*
Research of blacks gets increasingly painstaking. *1 Ap/10*
Graves will offer black consumer data. Ad beat. *15 Ap/62*
Survey lists brand favorites among Chicago area blacks. *6 My/10*
Black market no monolith: 'Ebony' chief. *13 My/62*
Avon Lady is changing; new youth, black drive. L. Baltera. *3 Je/1*
Not for whites only. Editorial. (Artwork in real estate ads is one way to reflect racial composition of an area.) *29 Jl/14*
Session told: Redirect ads to black buyers. *29 Jl/56*
Richardson launches menu census service. *18 N/26*
Breck subsidiary uses black model in Breck Girl ads for first time. LMN. *18 N/217*
Black youth spend big on toiletries: 'Players' study. *2 D/73*
Blacks can now relate to their own culture via media ads. Adbeat. *23 D/23*

BLACK MEDIA
Urban League denies ties to 2 Cal. books. *25 Mr/112*
Panel on blacks agrees data lack hurts media. *1 Ap/10*
Research of blacks gets increasingly painstaking. *1 Ap/10*
New black soap opera begins airing April 29. *29 Ap/77*
Proctor & Gardner will direct spending toward black owned media. FTR. *10 Je/8*

Amsterdam News, black newspaper runs radio spot. Adbeat. *24 Je/72*
Carl Rowan & Chrysler Crop. renew black radio commentary contract. Adbeat. *22 Jl/71*
Black ad insert will run in three women's magazines. *7 O/53*
Black wire service bows. *21 O/66*
Specialized magazines best serve public, Johnson says. *4 N/24*
BLACK, WILLIAM
Anatomy of a breakup: Chock Full vs. JWT. J. O'Connor. *5 Ag/1*
'I've had it with agencies.' Editorial. (William Black, Chock Full O'Nuts chief should have given JWT a first-campaign trial before severing relations.) *12 Ag/10*
Black says bureaucracy rampant in big agencies. J. O'Connor. *21 O/22*
Ten who made advertising news in 1974. *16 D/cover*
BLACKS
Many blacks lowering buying plans, 'Contact' survey says. *25 Mr/113*
Mark Hyman Assoc. adding appliance demonstration given to black college women. Adbeat. *3 Je/57*
Revenue for top 100 black-owned businesses rose in '73, reported by 'Black Enterprise.' Adbeat. *3 Je/57*
D. C. real estate ad tacks hit. *8 Jl/61*
BLAIR, JOHN & CO.
Blair acquires WHDH Corp. FTR. *21 Ja/8*
Blair revenues hit high. *15 Ag/49*
Blairmail sets coupon insert program. Adbeat. *15 Ap/62*
Blair expects smaller rise in b'cast income. *10 Je/54*
Blair sets book unit. *17 Je/124*
John Blair & Co. marketing division gets advertisers for newspaper inserts. LMN. *2 S/41*
Blair, Einson plan coupon blitz via cooperative inserts. *9 S/64*
Book retailers test ways to reach public. *16 S/77*
National Order uses phone idea for records, tapes. *14 O/72*
BLAIR, WILLIAM S. (author)
How to start a magazine. *18 N/cover*
BLAIR & KETCHUM INC.
'Country Journal' set. Adbeat. *15 Ap/62*
BLATT, HAROLD
Blatt joins Orr at 'New York Press.' *12 Ag/8*
BLOCK DRUG CO.
Denta Fresh rolls national. *15 Ap/8*
Block sues W-L for 'disparaging' denture cleaner ad. *1 Jl/59*. See also LMN p. 55.
Block struggles to regain winning formula of old. *19 Ag/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/68*
New disposable douches enter market in wake of Summer's Eve success. L. Haugh. *30 S/1*
Block Drug testing Tea Plus, while in Australia Block subsidiary shifts adv. to Grey. LMN. *30 S/91*
BLOCK, KENNETH B.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Block.) *18 N/198*
BLOEDE, VICTOR
Bloede urges Four A's: Tell industry's story to avoid more restrictions. (Covers major speeches made at the 4A's meet.) *20 My/3*
BLOOM ADVERTISING AGENCY, INC.
Psychological approach calms intra-agency feud. *6 My/66*
Bloom tells seminar why his shop likes fee system. *27 My/66*
Pearl acquires Jax; puts it at Bloom. *1 Jl/56*
BLOOM, ROBERT H.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Bloom.) *18 N/194*
BLOOMINGDALE'S
Bloomingdale's set to enter tv. *7 O/79*
BLUE BELL, INC.
Sedgefield Division of Blue Bell introduces Do-Nothing jeans. Adbeat. *26 Ag/206*
Despite price rise, denim still in demand. L. Baltera. *4 N/40*
BLUE CROSS & BLUE SHIELD PLANS
BC&BS of Iowa distributes car pool bumper stickers. Adbeat. *14 Ja/67*
Blue Cross, Blue Shield get together in joint drive. *9 S/1*
BLUE CROSS LABORATORIES
New pan sprays are moving to challenge No. 1-selling Pam. N. Giges. *30 S/2*
BLUE MAGIC CO.
Blue Magic Co. testing Soft-In-Static-Out fabric softener. LMN. *1 Jl/55*
BOATING
Boat field execs stress need to keep ad profile up. *14 Ja/2*
Mercury Marine adds net tv sports. *21 Ja/12*
Chrysler Marine sets economy ads. *11 F/70*
Rec groups to stop fuel forecasts in promotional ads. *12 Ag/27*. See also *5 Ag/8*, FTR.
BODY POWDERS
J&J pushing deodorant in new effort on body powder. *20 My/3*
BOIL-IN-BAG PRODUCTS
Stouffer sets push for new twin pouch entries. *18 Mr/68*
BON SOL VINTNERS
Seagram wine company gets new name, duties. *25 F/150*
BONANZA INTERNATIONAL
WRG regional execs to aid two accounts. *23 S/107*
Bonanza shift shocks WRG; all execs mum. *21 O/2*
BONUS GIFTS
Trading stamps try citywide efforts. L. Haugh. *24 Je/24*
Retailers share profits in new incentive plan. N. Giges. *7 O/75*
'BOOK DIGEST'
'Book Digest' bows in April. FTR. *21 Ja/8*
Gross sets April bow for 'Book Digest'. *4 F/18*. See also *27 My/63; 5 Ag/38*.
BOOKS & BOOK REVIEWS
'Advertising Law Anthology,' International Library Inc., Washington. *18 F/71*. See also *17 Je/112*.
'The American Food Scandal,' by William Robbins. *22 Ap/38*
'The Blue Streak — Some Observations, Mostly About Advertising,' by Fairfax Cone. *18 Mr/80*
'The Day the Pigs Refused to Be Driven to Market,' by Robin Wright. *16 S/20*
'Democracy and Its Discontents: Reflections on Everyday America,' by Daniel Boorstin. *7 O/17*
'The Good Old Days — They Were Terrible,' by Toot L. Bettmann. *16 D/33*
'How to Be Heard,' by Fred Danzig and Ted Klein. *11 N/26*
'Impact Photography for Advertising,' publ. by Eastman Kodak Co. *29 Ap/79*
'Giants, Pigmies and Other Advertising People,' by Draper Daniels. *25 Mr/117*
'Living Room,' by Sol Stein. *10 Je/29*
'Panic in the Boardroom,' by William G. Capitman. *25 F/147*
'The Rosemary Touch,' by Lois Wyse. *7 O/79*
'Successful Direct Marketing Methods,' by Bob Stone. *30 S/87*
'The White House Transcripts,' *13 My/98*
'Winning Though Intimidation,' by Robert J. Ringer. *9 D/20*
Britannica puts weight on tv for 'Britannica 3.' *28 Ja/58*. See also *14 Ja/61*, LMN.
"The Camerons" paperback rights sold to Warner Paperback. Adbeat. *4 F/53*
World Book set for heavy summer push. *1 Ap/1*
CBS Publishing eye is on more acquisitions. B. Donath. *8 Ap/30*
New media mix set for 'Living Bible.' *22 Ap/44*
Publishers rush tape books, hope sales go like (deletion). *13 My/98*
Blair sets book unit. *17 Je/124*
How to sell your book and become an advertising genius. C. Brower. *1 Jl/37*
Books and dry wells. Editorial. (Comments on Charles Brower's book publishing problems and a fraudulent oil well drilling scheme.) *8 Jl/14*
Newspaper Ad Bureau reveals book buying study. Adbeat. *15 Jl/87*
"Gower Street" novel promoted via tv spots. Adbeat. *22 Jl/71*
"The Tower" novel will get adv. & promo support. Adbeat. *5 Ag/39*
S&S to merge with Harcourt. *12 Ag/57*. See also *26 Ag/209*, merger talks cease.
Britannica seeks agency for 'lead' ads. *19 Ag/8*
McGraw merges education books. *19 Ag/49*
Snibbe Publications Inc. promotes Christmas book. Adbeat. *26 Ag/206*
NY Times promoting book review section as independent magazine. LMN. *9 S/85*

Book publishers turning to tv ads, though many wonder if it's effective. C. Geraghty. *16 S/40*
Book retailers test ways to reach public. *16 S/77*
Warner Paperback Library acquires rights to Nixon's memoirs. FTR. *30 S/8*
"Kojak" and "Gunsmoke" television series now appear in paperback novels. Adbeat. *7 O/94*
'Ford Letters' is banned in Boston — 'Globe,' that is. *7 O/104*
EB getting competitive in phase two of ad drive. N. Howard. *28 O/68*
Book publishers view U.S. anti-trust suit as 'overkill.' *2 D/69*
Columbia Pictures Industries plans 1975 motion pictures based on paperbacks. Adbeat. *16 D/72*
Doubleday book clubs try 'class' ad approach. *30 D/3*
See also PUBLISHING INDUSTRY

BOOTH FISHERIES
Booth Fisheries introduces frozen Shrimp Sticks. LMN. *4 F/49*

BOOTH NEWSPAPERS INC.
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*
Booth sales, profits up. *2 D/50*

BORDEN INC.
Wyler drink mixes to do battle with Kool Aid. LMN. *11 F/1*
Borden's Wyler Foods breaks bouillon promotion. Adbeat. *25 F/154*
Cracker Jack nuts enter test. LMN. *8 Ap/65*
Kraft, Borden join peanut butter brands battle. (Roundup of the peanut butter market.) *20 My/2*
Model Toni Reid gets break at acting through Borden commercial. Adbeat. *17 Je/108*
Borden sees record sales. *17 Je/112*
Borden Int'l consolidates at Van Brunt. *24 Je/70*
Borden tests Country Store cheese line. *8 Jl/6*
FTC files suit against Borden's promotional practices for ReaLemon. FTR. *8 Jl/8*
Sears denies FTC charge of using bait and switch ad. (Also, Borden-ReaLemon sales strategy case.) *15 Jl/2*
Court to rule in ReaLemon anti-trust case. *22 Jl/8*
FTC's ReaLemon Case — are leaders anti-competition? Editorial. (FTC's regulatory concept of excessive advertising could easily be adapted for others in dominant marketing positions.) *29 Jl/14*
FTC continuing anti-trust proceedings against Borden's hold on bottled lemon juice market. FTR. *5 Ag/8*
Borden launches Elmer's specialty adhesives line. LMN. *5 Ag/43*
ReaLemon expanding On The Rocks cocktail mix. Adbeat. *26 Ag/206*
Cracker Jack has alternate premium plan. *30 S/6*
Borden tests new dessert as alternative to Eagle milk. *7 O/6*

BORG-WARNER CORP.
Borg-Warner promoting central air conditioning. Adbeat. *13 My/89*

'BOSTON GLOBE'
'Boston Globe' drops ban on cigaret advertising. Adbeat. *3 Je/57*
'Ford Letters' is banned in Boston—'Globe,' that is. *7 O/104*

BOTSFORD KETCHUM INC.
Botsford gets Hunt. *11 Mr/62*

BOTTLED WATER
See MINERAL WATER.

BOTTLES & CANS
American Can girding for possible aerosol abandonment with Powr-Flo. *1 Ja/30*
d-Con, Raid shift to safety tops for entire lines. *25 F/168*
Miller trying can, bottle recall effort. *11 Mr/12*
Coke set to launch all-plastic bottles; test large-mouth. *22 Ap/12*
Metric proposal would put portables in uniform bottles. *22 Ap/28*
Dr Pepper ads 64 oz. bottle. Adbeat. *29 Ap/72*
Falstaff expanding test of returnable 12 oz. bottles. Adbeat. *29 Ap/72*
Believe our ad? 'It ain't so!' *2 S/38*
Plastic bottle growth. *7 O/80*
Coca-Cola & Pepsico step-up marketing of soft drinks in plastic bottles. FTR. *25 N/8*

BOW WOW CO.
Mickey Mantle promotes Bow Wow dry dog food. Adbeat. *2 S/44*

BOWE, PAT COMMUNICATIONS
'Your Time' set for fall debut in 400 newspapers. *25 F/164*

BOWES CO.
Bowes sets tv division. *13 My/58*

BOWMAN, RUSSELL D. (author)
Marketing trends: Advertised promotion grows apace; premium takes on new roles. *24 Je/50*
Merchandising and promotion grow big in marketing world; investments boom. *30 D/21*

BOYCOTTS
Boycott newscast sponsors, asks pro-Nixon group's ad. *7 Ja/53*
Farm workers ask reply time to Gallo ads. *9 S/31*

BOYLE-MIDWAY
Boyle-Midway introduces Sani-Flush Solid toilet bowl cleaner. LMN. *4 F/49*
Boyle-Midway moves products to Arthur Meyerhoff Assoc. FTR. *25 F/8*
Maxon, Murray get Sani-Flush account from Y&R. LMN. *4 Mr/1*
AHP billings key to Maxon merger with Dusenberry. *25 Mr/1*
Boyle-Midway introducing Golden Touch aerosol pan coating. FTR. *15 Jl/8*
Boyle-Midway HR2 rug shampoo moved to Hoefer, Dieterich & Brown. LMN. *22 Jl/75*
Boyle-Midway tested acrylic floor finish, but now withdrawing it from Indiana market. Adbeat. *19 Ag/47*
Boyle-Midway introduces Woolite fabric softener. LMN. *16 S/89*
New pan sprays moving to challenge No.1-selling Pam. N. Giges. *30 S/2*

BOZELL & JACOBS INTERNATIONAL
Renfield Importers moves account to Bozell & Jacobs. FTR. *21 Ja/8*
Ad showing Titanic's loss draws a 'stern' objection. *4 Mr/50*
Bozell & Jacobs & Glenn Advertising conducting merger negotiations. FTR. *25 Mr/8*
Glenn, Bozell reach delayed merger accord. *22 Ap/8*
Private B&J again issues annual report; billings up. *27 My/24*
B&J eyes Brazil for expansion. T. Rowan. *17 Je/88*
B&J buys Oakland group. *17 Je/116*
B&J set to merge with SF agency. *24 Je/8*
B&J reminds staff via stickers to control points of waste. Adbeat. *15 Jl/87*
GOP readies ads aimed at uncovering recruits. *16 D/20*
B&J may have to pull non productive service tv spot from Clio awards special. LMN. *23 D/25*

BRADLEY, ALLEN, CO.
Bradley names Hoffman, York for industrial control and systems divisions. FTR. *8 Ap/8*

BRADY, JAMES
Brady on the move again? Appears edging toward tv. *28 Ja/64*

BRADY, PHILIP (author)
Taste in type: Shun italic capitals; try filmset for sleek initials. *10 Je/50*
Photocomposition is here to stay, so learn to avoid its pitfalls. *22 Jl/54*
'Keep it simple' formula makes for lower costs, better promotions. *9 S/58*
IBM still loses next to 'good' typesetting; enlargements okay — if cautious. *28 O/48*

BRAND ADVERTISING INC.
International Harvester assigns heavy duty truck advertising to Brand Advertising. LMN. *14 Ja/61*
Picker Chemicals moves account to Brand Advertising. LMN. *1 Jl/55*

BRAND MANAGEMENT
Interpretation of market is function of brand manager. *25 Mr/20*
Brand manager can inhibit growth: Schiele. *25 Mr/20*
Barton man wants more brand selling. *8 Ap/22*
Sweeping changes seen in brand ad research. P. Gerhold. *15 Jl/23*

BRAND NAMES
See BRAND PREFERENCES

BRAND PREFERENCES
Van Heusen man: Advertised apparel name a strong tool. *4 F/10*
L&M brand being relaunched into wider, full-flavor arena. J. O'Connor. *11 F/1*
Bill introduced to ban misleading brand names. *11 F/8.*
See also FTR p. 8

'Name I.D.' becomes key point in selecting '100 best.' H. McMahan. *11 Mr/38*
Barton man wants more brand selling. *8 Ap/22*
Survey lists brand favorites among Chicago area blacks. *6 My/10*
Chiquita lettuce back in the fridge, United says. *10 Je/3*
Branding and nutrition. Editorial. (Unless advertising and product quality create consumer brand preferences, advertising cannot tell about a product's merits — nutritious or otherwise.) *24 Je/16*
Target weighting gives boost to consumer studies. T. Joyce. *15 Jl/26*
New key to copy: Price and value. Editorial. (National marketers should develop ad programs that inform the consumer of values and prices brand name vs. private label products.) *30 S/16*
Private label? No, it's now 'presold' — wave of future. E. B. Weiss. *30 S/27*
Brand-conscious customers want precise information on brand names. Adbeat. *7 O/94*
Private label buys hold at about 60%, 'WD' survey shows. *7 O/100*
How to make your new product advertising work harder. L. Wolf. *21 O/57*
Personal care items popular with collegians, survey finds. *21 O/66*
More homes use Crest, drink Maxwell House, ARB brand study shows. J. Forkan. *28 O/20*
Things to know about research and excess power of large groups. A. Politz. *4 N/57*
Competition sometimes helps. S. Bernstein. (With inevitable price increases, the gap between national and private brand prices may cause consumers to abandon name brands, buying private label products.) *16 D/12*

BRAND PROLIFERATION

Which way to move with new products. B. Linsky. *22 Jl/45*
FTC case vs. cereal makers stalled by legal maneuvering. J. Revett. *9 S/3*
What's wrong with the FTC's complaint against cereal company advertising. W. Huth. *28 O/37*

BRAND RATINGS

ARB readies local brand study revival; tests data reliability. *20 My/12*
ARB adds tv data to brand ratings. *28 O/21*

BRANDWYNNE, BURR, GIORDANO ADV., INC.

Jacqueline Brandwynne Adv. renamed Brandwynne, Burr, Giordano Advertising. *21 Ja/70*
Brandwynne gets Medaglia coffee account. LMN. *1 Ap/55*
Brandwynne assigned to handle Seagram's 100 Piper's scotch int'l advertising. LMN. *26 Ag/209*

BRANDYWINE RACEWAY

Brandywine Raceway goes from Gray & Rogers to Smith/Greenland. FTR. *23 S/8*

BRANIFF INTERNATIONAL

Airlines resolve dispute over Pipeline Express theme use. *13 My/28*. See also FTR p. 8.

BRAUN AG

Braun seen abandoning U.S. shaver market bid. *16 S/50*

BRAUN NORTH AMERICA

Unauthorized photo of Canada's Premier Davis using Braun label lighter withdrawn. *5 Ag/39*
Braun photo equipment gets print promotion. *2 S/36*

BRAZIL

Price, not shortage is Brazil oil problem. J. Mazzone. *27 My/29*
Thomas launches new publication in Brazil. *29 Ap/6*
B&J eyes Brazil for expansion. T. Rowan. *17 Je/88*
'Visao' releases Brazil business report. *15 Jl/76*
Hakuhodo's TAK buy is first move into Brazil. R. Bechtos. *2 S/3*
BBDO buys into CBBA; severs other Brazil shop tie. *2 D/70*
JWT-Brazil drops accounts. *16 D/4*. Correction: *23 D/30*.
CPC Brazil unit begins first insecticide launch. *23 D/30*
Water marketing bubbles in Brazil. *30 D/4*

BREAD

Pepperidge Farm items roll out. LMN. *4 F/49*
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*
Pillsbury going national with Buttermelts. LMN. *10 Je/63*
Pet unit tests frozen bread, breakfast fare. (Also, Mountain Pass adds to Old El Passo line.) *29 Jl/55*
Bread themes on the rise in New England banking ads. *26 Ag/200*
Ward Baking breaks ads for 4 breads. LMN. *30 S/91*
Helitzer shop starts bun business. *21 O/31*
Pepperidge muffins bow. *21 O/31*
Quaker retests mixes. *28 O/56*
Bread dough sales counter frozen foods slump. L. Edwards. *25 N/3*
National bakers put more (premiums) into bread. L. Haugh. *2 D/1*
Foremost unit bread mix out. *9 D/26*
Wonder bread suit shapes up as a 'classic.' J. Revett. *16 D/1*

BREAKFAST FOODS

Stella D'Oro runs spots for Breakfast Treats. Adbeat. *18 Mr/73*
Nabisco tests revamped Fast Break breakfast squares. LMN. *27 My/63*
Pet unit tests frozen bread, breakfast fare. (Also, Mountain Pass adds to Old El Passo line.) *29 Jl/55*
McDonald's readies moves on new full breakfast menu. *29 Jl/55*
McDonald's rolls breakfast into Chicago. *12 Ag/57*. See also *26 Ag/206*, Adbeat.
Sara Lee readies tv, print efforts for two new lines. *19 Ag/49*
Pillsbury confirms deal with Mrs. Smith's for test marketing new frozen donut line. FTR. *21 O/8*
Nabisco testing new cereal & breakfast drink; also toaster pastries. LMN. *21 O/99*
New Dunkin' ad drive built around promotional offers. *18 N/210*
Welch, Pillsbury ready first frozen donut items. L. Edwards. *11 N/1*
See also JUICES

BREATH FRESHENERS

Dr. Tichenor's uses Negro markets as spring-board for metro franchises. B. Donath. *18 F/3*
Ciba folding Madison unit; Binaca goes to Airwick. LMN. *30 S/1*
Swiss order Madison Labs' demise. B. Donath. *21 O/3*

BRECK, JOHN H. INC.

Breck begins contest for 1975 Breck Girl. Adbeat. *27 My/60*
Breck tests dandruff shampoo. LMN. *29 Jl/53*
Manoff gets Breck billings. LMN. *7 O/99*
Breck division tests Lasting Moisture hand and body lotion. LMN. *14 O/109*
Breck uses black model in shampoo ads for first time. LMN. *18 N/217*

BREHL & ASSOCIATES

Women drawn to newspaper, tv & mail advertising for furniture, studied by Brehl & Assoc. Adbeat. *3 Je/57*

BRENNER PUBLISHING CO.

'Multiple Choice' promotes mail order to college market. *2 D/58*

BRENTANO CO.

Publishers rush tape book, hope sales go like (deletion). *13 My/98*

BRESLER'S 33 FLAVORS ICE CREAM

Bresler's Ice Cream markets product as bank premium. *28 O/67*

BREWER ADVERTISING INC.

Y&R adds Bruce Brewer shop; forms new division. *11 Mr/3*
NPPC picks Bruce B. Brewer Adv. LMN. *29 Ap/75*

BRICKLIN VEHICLE CORP.

Bricklin fastback auto introduced. LMN. *22 Ap/81*
Bricklin Safety Vehicle ('a dream come true') will debut in Northeast. J. O'Connor. *1 Jl/3*
Subaru picks Lois agency; price ads stay. *23 S/115*

BRIDGESTONE TIRE

Car, tire performance claim not typical, makers tell FTC. *18 N/4*

BRISTOL-MYERS CO.

Bristol-Myers cites Clairol, Drackett for top '73 year. *4 F/52*
Bristol-Myers claims FTC's ruling on Dry Ban ads 'verges upon libel.' *11 F/3*
FTC ponders appeal to Dry Ban order; may be too abstract to enforce. *29 Ap/2*
Contested B-M spots didn't sell product. *29 Ap/77*
Body-On-Tap expanded. *13 My/12*
Ultra Ban aims at Sure in new spot. *20 My/104*
B-M led business advertisers in 1973; Sperry-Rand second. *10 Je/6*
Bristol-Myers adds citrus bubble bath to Softique line. LMN. *3 Je/61*
Bristol-Myers tests powder Feminique personal cleanser. LMN. *15 Jl/85*
Top 100 national advertisers 1973 marketing report. *26 Ag/71*
Bristol-Myers going national with Look of Buttermilk hair care line. LMN. *9 S/85*

B-M's store tested new Sunshine Harvest shampoo now being evaluated. LMN. *23 S/111*
Bristol-Myers testing new line of Ultra Ban. LMN. *30 S/91*
Tylenol share growth triggers non-aspirin analgesic activity. N. Giges. *28 O/3*
B-M moves into test with 'Council' line. *4 N/1*
Bess Myerson is chairperson of Bristol-Myers' Council Approved Line. LMN. *18 N/217*
B-M sets 'no zirconium' spots; Sure ads continue. LMN. *9 D/1*
B-M's 'no zirconium' ad encounters own problem. *16 D/6*
Zirconium warfare. Editorial (Bristol-Myers is wrong to attack competitors with a rush of reassurance to the public their product contains no zirconium, when the FDA considers zirconium only an ingredient under suspicion.) *16 D/12*
B-M says 'no zirconium' ad needed to counter confusion. *23 D/4*

BRISTOL NORMAN (author)
Kellogg arguments reject FTC's proposed kids' premium guide. *14 O/43*

BRITISH AMERICAN TOBACCO CO.
Yardley's profit search straddles generation gap. L. Baltera. Marketing Profile. *1 Ap/1*

BRITISH CALEDONIAN AIRWAYS
British Caledonian ads urge dealing with travel agents. *22 Ap/48*
U.K. airlines' ads lure cargo trade, business travelers. *18 N/22*

BRITISH EGGS AUTHORITY
British Eggs Authority reviews agencies. LMN. *25 N/53*

BROADCAST RATINGS COUNCIL
Flagging facet added to Nielsen ARB struggle. *24 Je/74*
Rating group won't audit services' data. *23 S/8*

BROADCAST ADVERTISERS REPORTS
Newcomers were 4th quarter's top tv spenders. *25 Mr/21*
Net tv '73 revenues top $2 billion. *15 Ap/6*
Network tv advertisers increased first quarter 1973 spending. Adbeat. *20 My/103*
Network tv sponsors hiked Jan.-April spending. Adbeat. *27 My/60*
Spot rates dip in 1st quarter TvB reports. *1 Jl/3*
Network tv advertisers boosted spending Jan.-May. LMN. *8 Jl/61*
Station bills 99.4% pure, Morris finds. *2 D/4*

BROADCASTING
Taylor of CBS rails at U.S. broadcast policies. *11 F/2*
Direct satellite-to-receiver tv will spur Third World advertising. A. Stridsberg. *20 My/27*
Blair expects smaller rise in b'cast income. *10 Je/54*
Public Broadcasting Service basically a selective service network. Adbeat. *24 Je/72*
Nets eye recess ads for impeachment coverage. M. Christopher. *29 Jl/1*
FTC unit asks stations help in monitoring ads. *29 Jl/2*
Counter ads belong in broadcast ruling: MAP. *19 Ag/3*
FCC member Robinson calls for less administrative broadcasting requirements. LMN. *23 S/111*
C. of C. exec says FCC and courts 'bully' broadcasters. *2 D/69*
Networks face problem airing Nixon tapes. *9 D/8*

BROADCASTING, INTERNATIONAL
South Africa sees commercial tv as possible by 1976. *28 Ja/22*
Broadcasting posts filled for French system. J. Gee. *14 O/68*
German networks' ire rising over increase of 'sneak' ads. *14 O/82*

BROKERAGE HOUSES
Investment houses make substantial cutbacks in advertising. Adbeat. *4 Mr/49*
H. Ross Perot flounders in advertising matters, too. *11 Mr/34*
Bache & Co. after pres. resignation, ran ad stressing revamp of economic policy. FTR. *12 Ag/8*
Brokerage house industry called upon to adapt ad programs emphasizing service packages. Adbeat. *7 O/94*
Gold to hit market without many ads. T. Allen. *9 D/1*
Fee changes will prompt more broker ads. T. Allen *16 D/4*
Gold ads trickling out; approach is cautious. *23 D/3*

BROOKS INDUSTRIES
Brooks files bankruptcy. *5 Ag/46*

BROOKVILLE MARKETING CORP.
Brookville Marketing Corp. promoting "Elvis" album through direct marketing. Adbeat. *17 Je/108*

BROWER, CHARLES H. (author)
How to sell your book and become an advertising genius. *1 Jl/37*
Books and dry wells. Editorial. (Comments on Charles Brower's book publishing problems and a fraudulent oil well drilling scheme.) *8 Jl/14*

BROWN, C. R. (DICK)
Brown to leave Mazda, cites ad campaign woes. C. Wingis. *15 Jl/2*

BROWN-FOREMAN DISTILLERS CORP.
Early Times drive includes biggest insert. *23 S/100*

BROWN, HI
With radio drama success, Brown chides former critics. *13 My/26*

BROWN & WILLIAMSON TOBACCO CORP.
Laredo alive; sales slow but steady. T. Rowan. *4 Mr/12*
Brown & Williamson moves Viceroy Extra Milds into national market. FTR. *11 Mr/8*
B&W appoints Abrams. *11 Mr/50*
Brown & Williamson's gift catalog offers grab bag World of Beauty kit. Adbeat. *15 Jl/87*
B&W ready to test Tramps cigarets. *29 Jl/49*
Top 100 national advertisers 1973 marketing report. *26 Ag/76*
Brown & Williamson offers briar pipes in attempt to increase Sir Walter Raleigh pipe tobacco. Adbeat. *2 S/44*
Eve reposition designed to downplay packaging. J. O'Connor. (B&W tests Tramps.) *9 S/8*
Nine new brands of cigarets are battling in test market. J. O'Connor. (Also includes a chart of new cigarets in test.) *23 S/1*
Salem Extra menthol to challenge Kool leadership. J. O'Connor. *30 S/2*
Charles McCarty named president of Brown & Williamson Tobacco Corp. LMN. *9 D/73*

BROWNE-VINTNERS CO.
Seagram Vintners shifts product groups to S.F. *26 Ag/16*
Big pre-Christmas ad efforts planned for imported wines. T. Rowan. *28 O/6*

BRUNSWICK CORP.
Brunswick's MacGregor division offering Aaron poster. Adbeat. *13 My/89*
Brunswick Corp. opening first bowling center in Moscow. Adbeat. *23 S/107*

BUCHANAN, PATRICK
Goodman calls for court action, laws to protect media. *17 Je/84*

BUCHANAN, ROBERT E.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Buchanan.) *18 N/199*

BUCHANAN, VINSON & CO.
Vinson buys into Buchanan shop. *10 Je/64*

BUCKINGHAM CORP.
Cutty Sark breaks new ad theme. Adbeat. *25 Mr/103*
Buckingham Wine breaks campaign. FTR. *7 O/8*

BUDGET RENT A CAR CORP.
Budget Rent A Car Corp. uses price differences as ad theme. Adbeat. *28 O/67*

BUICK MOTOR DIVISION
Ads for bigger cars now starting to stress virtues of fuel economy. R. Gray. *4 F/3*
GM ad execs shifting gears for second half, '75 models. R. Gray. *22 Ap/3*
Buick aiming at affluent market for Opel subcompact. Adbeat. *13 My/89*
Buick promoting Opel. Adbeat. *24 Je/72*
Buick ads hail sporty new Apollo. *1 Jl/30*
GM compacts to get early ads, sales release. R. Gray. *26 Ag/2*

BULOVA WATCH CO. INC.
Bulova sign in Times Square promotes exercise for good health. *24 Je/72*
Rolex and Bulova both claim to be used for America's Cup Challenge Series. Adbeat. *30 S/87*
Bulova sign touts WIN message. Adbeat. *28 O/67*

BUREAU OF ALCOHOL, TOBACCO & FIREARMS
U.S. raising retail ad limits for liquor, wine marketers. *30 S/94*

BURGER CHEF SYSTEMS
Burger Chef introduces Funmeal total kids dinner. LMN. *7 J/53*
Burger Chef Super Quiz rolls national. *23 S/1*
Burger Chef participates in U.N. Children's Fund. Adbeat. *11 N/67*

BURGER KING CORP.
Menu expansion drive current fast-food tack. *27 My/8*
Burger King sets prime time buy. LMN. *12 Ag/57*

Burger King fall ad effort expands 'your way' tack, unveils menu additions. C. Wingis. *9 S/3*
Whopper vs McCoy's: Midtown Manhattan as a marketing microcosm. J. O'Connor. *7 O/17*
Burger King tests sandwich on a bun. LMN. *28 O/71*
BURLINGTON INDUSTRIES, INC.
Burlington reduces retail prices on Ballet pantyhose. Adbeat. *7 Ja/51*
Burlington sets tv push, reassigns domestics. *27 My/24*
All Sports ad push set. *24 Je/74*
Petula Clark to sing out for Burlington this fall. *23 S/116*. See also *1 Jl/53*, Adbeat.
Activ bows out of pantyhose market; Hanes, K-R ad suit battle continues. *4 N/2*
Burlington Hosiery of Canada names AC&R Advertising. LMN. *18 N/217*
Kayser-Roth enters budget hosiery area. *16 D/83*. Correction: *6 Ja 75/41*.
BURNAP, DAVID K. ADV.
Chrysler's Airtemp unit moves to Burnap show. LMN. *17 Je/1*
BURNETT, LEO CO.
Broadcast pioneer Dole to exit Burnett Jan. 31. *14 Ja/28*
Heinz adds $2,000,000 to Burnett; DDB puzzled. *21 Ja/2*
Leo Burnett agrees in principle to acquire Frame House Gallery Inc. FTR. *6 My/8*
Johnson gives Step Saver to FC&B, Glory to Burnett. *27 My/6*
Burnett seen as leader in Royal Crown search. *3 Je/2*
K-C adds Burnett, Kelly; Burnett resigns ADA. *24 Je/2*
Pillsbury Co. shifts frosting mixes from BBDO to Leo Burnett Co. FTR. *1 Jl/8*
Burnett gets RC nod as Pepsi shifts execs, Coke tries a new theme. N. Giges. *8 Jl/1*
Leo Burnett celebrates 39th anniversary with employee quiz. Adbeat. *12 Ag/50*
Burnett has a 'record year.' *9 D/73*
Burnett sets agency net in Scandinavia. *9 S/85*
BURTON SOHIGIAN INC.
Tuffkote Inc. and Burton Sohigian Inc. terminate relationships. LMN. *21 Ja/73*
BUSH, EARL
U.S. indicts Bush in Dell Advertising case. *25 F/168*
BUSINESS & INDUSTRY
Kemper president wants business to set sanctions. *21 Ja/23*
'Progreso' study ranks top companies by sales. *25 F/148*
Influential Washington mystery man seeks breakup of major industries. J. Revett. *8 Ap/3*
Wilder asks business community to help restore confidence in American business. Adbeat. *13 My/89*
How we can cope with future shock: The marketing brokerage company. T. Van de Kamp. *3 Je/40*
Consumer confidence up, but not much, study says. *22 Jl/56*
Business men say ads should list faults, too. *9 S/76*
Stress company, not product in ads, NFAA meeting told. *30 S/92*
Growth plans hampered by costs, BPA survey finds. *7 O/49*
Business sees no ill effects from Ford anti-inflation plan. J. Revett. *21 O/1*
Businesses fail due to incompetence, study shows. *2 D/73*
BUSINESS INTERNATIONAL CORP.
Living costs surveyed; Japanese cities highest. *23 S/80*
BUSINESS PRESS
Joint U.S.-Russia business press venture is set. *14 Ja/32*
Business press ad sales up 9%; bright '74 seen. *21 Ja/73*
Abely asks change in commission for trade publications. *4 Mr/41*
Media men's verdict on '74 1st quarter: Upbeat. AA Roundup. *18 Mr/4*
Some publishers mull dropping 2/10 discount. *15 Ap/3*
B-M led business advertisers in 1973; Sperry-Rand second. *10 Je/6*
Business press ad revenues up 10% in '73. *10 Je/26*
Field of industrial advertising gets more competitive. W. Marsteller. *17 Je/23*
Business press vs. consumer magazines — which to buy? J. Abley. *17 Je/24*
Business press takes lead in easing industry problems. G. Cohan. *17 Je/40*
Help needed from business space rep. (With buying information sought by agencies.) *17 Je/58*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
Business press hit by inflation; but ad schemes hold or rise. T. Allen. *18 N/88*
Business press adds new services to increase revenues and profits. J. Mulholland. *18 N/99*
Differences narrow between consumer, trade magazines. H. Cohn. *18 N/99*
Agencies, editors can help business, Blackett tells ABP. *18 N/220*
BUSINESS/PROFESSIONAL ADVERTISING ASSN.
Most AIA groups want new name, poll results show. *28 Ja/62*
Sleepy clients still produce poor industrial ads: Chiat. (Remarks made to LA AIA meeting.) *11 Mr/8*
McGraw-Hill tops AIA ad winners. *11 Mr/54*
AIA sets new name to help broaden base. *13 My/96*
AIA group hears need for straight talk; fetes Marsteller. *27 My/67*
'Routine' renaming stirs heated battle at AIA convention. T. Allen. *24 Je/2*
Nader praises Ad Age, 'WSJ' and 'Auto News.' *24 Je/71*
Hartford recipient of AIA G. D. Crain award. *24 Je/71*
Eleven feted with AIA MAC awards. *24 Je/71*
Nader idea for admen: Public service leaves. *24 Je/71*
AIA chief has big plans; others are skeptical. *8 Jl/4*
What's in a nAIAm? Editorial. (Comments on the AIA name change.) *15 Jl/16*
BPAA unveils logo for its new name. *5 Ag/43*
Three consumer types emerging, ad group hears. *28 O/64*
AIA renames data form. *11 N/64*
ABP, B/PAA plan first joint award for business press. *30 D/30*
BUSINESS PUBLICATIONS AUDIT OF CIRCULATION
BPA expels Stanley Publishing. FTR. *11 Mr/8*
BPA drops 'Production Equipment.' *8 Ap/53*
BPA drops 'Furniture Production.' *27 My/53*
'Lumberman' placed on probation pending audit. *8 Jl/54*
BPA drops 'Fleet Management News' and 'Service Station Dealer.' *22 Jl/76*
BPA re-admits 'Fleet Products & News' dropped in July. *9 S/86*
Food publishers reach comparability accord. *9 D/61*
'BUSINESS WEEK'
'BW' pages rise in '73. *11 F/48*
'BW' to run Russian insert. *11 Mr/6*
'Business Week' study tells of wine growth. *8 Ap/34*
'BW' revamps policy to eliminate rejections. *20 My/10*
'BW' sponsoring recipe contest. Adbeat. *17 Je/108*
'BW' adopts category manager format for sales operation. LMN. *26 Ag/209*
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3*
BUSINESS PUBLICATIONS COUNCIL
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3*. See also *9 D/68*, Adbeat.
BUTLER'S SHOE STORES
Butler's shoes gets multi-media effort. *26 Ag/212*
BUTTER AND MARGARINE
Lever prepares new theme for Diet Imperial. Adbeat. *11 Mr/53*
Lever drops crown; new Imperial ads pitch taste. *18 Mr/6*
Swedish dairy tests low-fat table spreads. R. Choate. *6 My/77*
Butter Buds expands into eight states. *24 Je/10*
Swift tests margarine. *28 O/60*
BUTTER SUBSTITUTES
See BUTTER AND MARGARINE
BUTZ, EARL
Butz hits 'flashy advertising.' (Flashy advertising is pushing Americans into poor eating and drinking habits, Butz states.) *16 S/92*
BUYING PATTERNS
Researchers find crises change buying patterns. J. Forkan. *8 Ap/54*
Crisis altered buying habits, Texaco vp tells IAA group. *24 Je/12*
Buying habits of men & women studies. Adbeat. *16 S/92*
National retailers grow, lean on newspaper ads. L. Goodman. *30 S/28*
Feeling the pinch? You aren't alone, study says. *2 D/30*
BYOR, T. V. (author)
Energy crisis panic shouldn't cloud long-range plans. T. V. Byor. *11 F/38*. Correction: *25 F/153*.

There is no low-interest product — just low-interest people. *8 Ap/46*
How pros handle a new product intro: Tell the story on a one-to-one basis. *20 My/90*
Don't spurn humor — it can get you tv memorability and sales punch, too. *10 Je/39*
Tv's bailiwick — the demo — makes believer out of viewer. *29 Jl/38*
Nobody likes a smart-alek, including your tv audience. *19 Ag/33*
Want to avoid 'silly throw-away dialog'? Maybe your actors should mouth it. *9 S/52*
Jingles, the hidden persuaders, get you sales help from the unconscious. *23 S/71*
Research what's wrong with your ads to make 'em right. *21 O/60*
Start talking tough language of troubled times in corporate ads. *11 N/42*
New economy to mean harder working ads — less showmanship, more sellmanship. *16 D/55*

BYRNE, JACK, ADVERTISING
Grand Catalog Showrooms names Jack Byrne agency. LMN. *1 Ap/55*
Suit charges Myles Corp. in agency kickback scheme. *29 Ap/8*

C.E.B. PRODUCTS
FTC requires C.E.B. Products to withdraw advertising and labeling for eye make-up products. FTR. *16 D/8*
U.S. actions on 2 products cripple C.E.B. *30 D/12*

CPC INTERNATIONAL INC.
Best Foods Hellmann's mayonnaise promoted via leftover food ideas. Adbeat. *7 Ja/51*
Increased demand helps CPC offset inflation's effect. *18 Mr/34*
Mazola ads push benefits of corn oil. *8 Ap/40*
Kraft, Borden join peanut butter brands battle. (Round up of the peanut butter market.) *20 My/2*
CPC Int'l testing Mazola non-stick aerosol vegetable pan coating. LMN. *10 Je/63*
Skippy shifts to taste tack. *24 Je/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/106*
Siebrasse gets key marketing post in major exec shuffle at Best Foods. *9 S/3*
New pan sprays are moving to challenge No. 1-selling Pam. N. Giges. *30 S/2*
CPC Brazil unit begins insecticide launch. *23 D/30*
Hellmann's ad counters high price; low-cost Kraft entry set. *16 D/1*
CPC Best Foods tests Hellmann's mayonnaise in a tube. LMN. *30 D/25*

C&W FROZEN FOODS
C&W Frozen Foods conducting a test effort outside their regular marketing. area. Adbeat. *1 Jl/53*

CABINET COMMITTEE ON CABLE COMMUNICATIONS
While House unit to ask assistance for cable tv growth. J. Revett. *21 Ja/2*

CABLEREP INC.
Cable tv rates lure retailers. *30 S/24*

CABLE TELEVISION
White House unit to ask assistance for cable tv growth. J. Revett. *21 Ja/2*
Independents' challenge: Fight discrimination. *11 F/3*
Cable tv and direct mail team up as profitable medium. Adbeat. *18 F/70*
Cable tv ruling says ads hike prices. *11 Mr/1*
McCann releases report on cable tv. Adbeat. *15 Ap/62*. Correction: *13 My/56*.
FCC to simplify cable rules. *29 Ap/76*
NCTA asks FCC to take fairness doctrine action against WCBS-TV. FTR. *13 My/8*
Pay tv expanding to Queens. Adbeat. *3 Je/57*
New cable tv network bows July 15. *24 Je/73*
Sterling Manhattan offers movies and sports to subscribers. Adbeat. *22 Jl/71*
Italy's lift of cable tv ban broadens ad opportunities. A. & W. Carnahan. *29 Jl/24*
Continental Communications syndicates video-taped cable-tv sports package. LMN. *2 S/41*
Film shorts can lure steady cable viewers, study finds. *9 S/35*
New 'All Sports' aimed at lower 2,000 markets. *16 S/33*
Cable tv rates lure retailers. *30 S/24*
FCC asked to ease rules preventing purchase of 2-yr. old films for pay tv. LMN. *7 O/99*
Valenti calls for end to film strictures on pay tv. *14 O/83*
Cable no threat to net tv fare: Baruch. *14 O/83*
Independents launch effort to increase tv ad dollar share. *14 O/100*
Ximark aids cable tv. *21 O/104*
Economy key topic as cable seeks movies. *28 O/8*
Daniels-Head & Assoc. advertises insurance on cable tv. Adbeat. *4 N/85*
FCC nears vote on pay tv movie buying. LMN. *11 N/73*
FCC rules draft eases some CATV restrictions. LMN. *18 N/1*

CADBURY SCHWEPPES U.S.A.
Schweppes taps Gerbic. *25 F/12*
Cadbury targets women in Southern Ontario. Adbeat. *8 Ap/61*
Rums of Puerto Rico & Cadbury Schweppes join in cocktail promotion. LMN. *22 Jl/75*
Cadbury Schweppes opening chocolate plant in U.S. Adbeat. *21 O/95*

CADENCE INDUSTRIES CORP.
Cadence sells unit. *21 O/70*
Curtis taps Alleger as Walsh moves to parent Cadence. *25 N/52*

CADILLAC MOTOR CAR DIVISION
Ads for bigger cars now starting to stress virtues of fuel economy. R. Gray. *4 F/3*
Cadillac uses family car approach in spots. *8 Ap/65*
GM ad execs shifting gears for second half, '75 models. R. Gray. *22 Ap/3*
Detroit doesn't see clean-up problems with 1974 models. R. Gray. *10 Je/2*
Cadillac '75 ad theme to hit nostalgia trail. R. Gray. *2 S/46*

CAHNERS PUBLISHING CO.
Cahners buys Show Co. *24 Je/73*
Katz, Cahners buy trade show units. *8 Jl/60*
'Ell' slated to join Cahners electronic group in January. *25 N/48*

CAKES & CAKE MIXES
Pepperidge Farms tests coffee cake. LMN. *1 Ap/55*
General Mills hopes to score with a Bundt (foul or fair?) *26 Ag/8*
P&G testing 'Moist & Easy' shack-type cake mix. LMN. *4 N/1*
P&G enters specialty cake mix area. *11 N/4*
General Mills adds two. (Muffin mix line.) *2 D/73*
General Mills in test with Creamy 'n Dreamy mix. LMN. *23 D/1*
See also DESSERTS & DESSERT INGREDIENTS

CALCULATORS
Casio names Doremus for calculator account. LMN. *4 F/49*
Victor moving into personal calculator field, with 'moxie.' *11 F/28*
Texas Instruments begins promotion of calculator via tv. LMN. *27 My/63*
Sinclair Radionics using educational advertising for its calculators. Adbeat. *10 Je/66*
Gillette testing pocket calculators. FTR. *9 S/8*
Plaza Group using direct mail to sell mini-calculators. Adbeat. *23 S/107*
Semiconductor sets calculator ads. *7 O/55*. See also *30 S/91*, LMN.
Rockwell $2 million mini-calculator blitz backing Yule sales. H. Bernstein. *2 D/3*

CALDWELL-VAN RIPER INC.
Caldwell-Van Riper buys Winius-Brandon Ft. Wayne shop. FTR. *14 Ja/8*

CALGON CORP.
NAD flushes Clorox claim. (Also, Calgon asked to change Cling Free product labeling.) *18 Mr/80*
Calgon shifts $2,000,000 chunk to Grey. LMN. *15 Jl/1*
Kal Kan Foods shifts some accounts to Ted Bates while Bates loses a Calgon product account. FTR. *21 O/8*
Calgon may name Ogilvy & Mather for products. FTR. *28 O/8*
Calgon elects Hodes-Daniels Co. for product ads. LMN. *11 N/73*

CALIFORNIA
Unusual S. F. effort urges public transportation use. *11 F/69*
California election fund limit may crimp political ad drive. *17 Je/2*
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
Cal. cops test outdoor as a speed limit aid. *8 Jl/3*
Prune Board sets budget for new crop. *8 Jl/65*
Cal. candidates agree to ad limits. *5 Ag/2*

A lid on election spending. Editorial. (California gubernatorial election may be the pacesetter to limit campaign fund-raising and excessive expenditures.) *12 Ag/10*
Anti-smog unit makers see Cal. as just the beginning. C. Wingis. *12 Ag/22*
Raisin push set for net tv, magazines this fall. *12 Ag/56*
Cal. brandy begins first nat'l ad effort. *25 S/8*
Olive group seeks new agency as it drops Thompson. *2 S/45*
Overland stage — alive and well in Southern California. *21 O/76*
California Advocado Advisory Board breaks ad campaign. Adbeat. *2 D/64*
Palm Springs lures Los Angeles visitors. *2 D/73*
Cal. agency group readies report on sales tax rule. LMN. *23 D/1*
CALIFORNIA MILK PRODUCERS ADVISORY BOARD
Milk board launches campaign. LMN. *18 Mr/77*
FTC says everybody doesn't need milk; hits celebrity ads. *15 Ap/1*
Trivia waste our substance. S. Bernstein (SRB is confused and angered at the great to-do caused by the Calif. milk campaign and Mobil's refusal to substantiate crude oil claims.) *6 My/14*
Consumerists seek Milk Board counter ads. LMN. *17 Je/1*
FTC's Thompson raps moves against milk ads. LMN. *19 Ag/1*
Court bars FTC in Cal. milk ad dispute. *7 O/49*
'CALIFORNIA STYLIST'
California Stylist buys 'California Men's Stylist.' *22 Ap/72*
CALKINS, EARNEST ELMO (author)
The transition — magazines into marketplace in 50 years. *18 N/152*
CALLO & CARROLL
Cost cut may be in back of Lorillard shift. J. O'Connor. *24 Je/4*
Renamed Callo Berger Albanese, NYC. LMN. *4 N/89*
CALSPAN CORP.
New paper marketed by Calspan & Ludlow cos. not legibly copied. Adbeat. *23 S/107*
CAMERAS & PHOTOGRAPHIC EQUIPMENT
ITT Photolamp Division marketing Magicflash for Kodak cameras. Adbeat. *14 Ja/57*
'Smile Saver' kit keys new Kodak promo. *4 F/1*
Polaroid to spend a lot—$11,000,000 for instants. *11 Mr/10*
Kodak, Polaroid set $1,500,000 Canadian efforts. *25 Mr/12*
Kodak promotes Moviedeck projector. LMN. *25 Mr/115*
Kodak photo book tells techniques for product shots. *29 Ap/79*
Canon using tv spots to promote cameras. Adbeat. *1 Jl/53*
B&H, Mamiya agree. *15 Jl/77*
Polaroid sets fall multi-media push for Zip. LMN. *29 Jl/1*
Revamped Take-12 is readied for fall launch. *19 Ag/16*
Braun photo equipment gets print promotion. *2 S/36*
Kodak sets theme for Yule campaign. *2 S/36*
Polaroid sets efforts for SX-70, new Model 2. *16 S/26*
Minolta's biggest push uses 46 magazines. *7 O/87*
Magicflash rolls out. *28 O/60*
M. J. Holloway division begins free color film offer. Adbeat. *9 D/68*
GAF ads ask buyers to wait for camera report. *23 D/21*
CAMP INC.
DeMuth launches Camp (college campus marketing co.) *21 Ja/30*
Camp sets fall plans. *24 Je/10*
CAMPBELL-EWALD CO.
C-E completes magazine presentations. FTR. *18 Mr/8*
C-E uses 'five-year plan' to mold new top execs. R. Gray. *25 Mr/12*
Ads can't be lax, Rockwell head warns. (Comments on media development given at Media Day program.) *23 S/46*
C-E gets nod for AC-Delco, new GM unit. *30 S/4*
CAMPBELL SOUP CO.
Campbell sets 'umbrella' effort, alters Chunky ads. *21 Ja/10*
Campbell Soup expands test of single serving Chunky soup. Adbeat. *4 Mr/49*
Campbell adds dinner. *29 Ap/76*
Campbell testing Soup Toppers. LMN. *27 My/63*
Campbell Soup promoting frozen dinners with hat offer. Adbeat. *3 Je/57*
Top 100 national advertisers 1973 marketing report. *26 Ag/80*
Campbell adds fish item. *16 S/16*
Campbell reports sales, earnings up for '74. *23 S/48*
Campbell Soup offering to equip elementary schools with educational equipment in return for soup labels. Adbeat. *23 S/107*
Campbell offering stitchery kit. Adbeat. *7 O/94*
Heinz challenging Campbell with hearty soup. Adbeat. *21 O/95*
New Chunky soups get tv, magazine launch. *18 N/20*
Campbell tests tomato juice 'snack'. LMN. *9 D/73*
CAMPBELL-TAGGART
National bakers put more (premiums) into bread. L. Haugh. *2 D/1*
CANADA
Curbs, other problems will make '74 hard on Canadians. *14 Ja/14*
Prices don't hurt Canadian cats; food sales climb. *21 Ja/35*
Candians don't mind mailed ads. *28 Ja/20*
Canada auto advertisers concur on staying loose. N. Cotter. *28 Ja/20*
Canadian advertisers expect rate increases in consumer media. Adbeat. *11 F/70*
Quebec to strengthen consumer protection. *11 F/61*
Belvedere cigaret's 'Beautiful Blue' ads begin in Canada. *25 F/148*
Canada unit asks beer ads eschew party atmosphere. *25 F/148*
Canada packagers face changeovers under label law. *25 F/149*
Dasher bows in Canada. *25 F/149*
Canada oil marketers set lower ad budgets. *25 F/149*
Robin Hood Multifoods icings set free film offer. *25 F/149*
Canadians press for FTC-like body. *25 F/150*
'RD' cleared in B.C. false advertising case. *4 Mr/41*
Ontario tourism ads directed to U.S. residents. Adbeat. *4 Mr/49*
Vancouver restricts outdoor advertising to preserve waterfront and environment. Adbeat. *4 Mr/49*
Canadian brewer marketing packs with six brands. *4 Mr/50*
Kraft is top spender in Canadian magazines. *11 Mr/10*
Canadian group seeks review of cereal, toy spots. *18 Mr/46*
Canadian Pacific Airlines breaks jet service campaign. Adbeat. *18 Mr/73*
Kodak, Polaroid set $1,500,000 Canadian efforts. *25 Mr/12*
Lipton Cup-a-Soup expands line in Canada. *1 Ap/24*
Canadian pollution equipment maker counters easing up on pollution control because of energy crunch. Adbeat. *1 Ap/51*
Ontario to introduce warranty legislation this year. Adbeat. *1 Ap/51*
McKim is Canadian again; sets joint venture with B&B. *1 Ap/56*
Fuel theme out of Ontario tour ads. *8 Ap/34*
Cadbury targets women in Southern Ontario. Adbeat. *8 Ap/61*
Canada moves to block WFL entry. LMN. *8 Ap/65*
Carling moves brews to Toronto shops. LMN. *8 Ap/65*
Contests do work, Nielsen's Ainslie tells Toronto meet. *15 Ap/46*
New Diamond lager out. *22 Ap/64*
Avis talks to 4 agencies. LMN. *22 Ap/81*
NH&S Canada mulls more local ownership. *29 Ap/62*. See also *22 Ap/81*, LMN.
Income of new families will outpace rest of U.S. *29 Ap/62*
Gov't & federal regulation being considered in Canada on advertising of credit by banks, finance & trust companies. Adbeat. *29 Ap/72*
Two-week Canada postal strike ends. *29 Ap/76*
Canada ad course set. *6 My/35*
Canada agencies thrive on crisis, lack direction: Goldfarb to ACA. *13 My/10*
Champagne ruling hits wine makers. *13 My/26*
Electrohome push set. (Canadian home entertainment center.) *13 My/55*
Bic enters Canada with butane lighter. *13 My/60*
Shortages cloud 1974 outlook for Canada advertising, economy. N. Cotter. *20 My/27*
Southam buys two. *20 My/82*
Canada shops plan third unit for Carling account. *27 My/20*
Eddy Co. using outdoor for bathroom tissue adv. Adbeat. *27 My/60*
ICA head Daniher urges task force to study agency fees. *27 My/66*
McKeough attacks energy usage ads. *3 Je/29*
Canada moving to low-priced cigarets. *3 Je/54*
Quebec minister urges over-all code for Canadian ads. *3 Je/64*
Quebec will go bilingual on outdoor boards. *10 Je/19*
Canadian magazine ad revenues up in 1974. *10 Je/26*
Economy benefiting from Canada's advertising of tourism attractions at home & abroad. Adbeat. *10 Je/66*
Victoria dailies and Guild settle six month strike. *17 Je/62*
Proposed bill would aid Canadian consumers. *17 Je/71*
Canadian ad bureau taps chairman, others. *17 Je/72*
Restaurant group sells foodservice monthly. *17 Je/84*

Canadian cigaret, cigar sales up in 1973. *17 Je/88*
Canada ad push set to lure U.S. visitors. *17 Je/94*
Caledon to handle Carling O'Keefe. *24 Je/18*
Air Canada ad raps American matinee flight. *24 Je/58*
Canada toy maker shifts to print ads. *24 Je/58*
Bubble Up launches effort in Canada. *1 Jl/24*
Ontario will name single agency for all media buying. *8 Jl/49*
Canada ad group warns of Ontario study on media. *8 Jl/54*
B.C. to study ad practices, including media standards. *8 Jl/56*
Air Jamaica's 'tropical birds' draws protest. *8 Jl/59*
'Sunday' Canadian tabloid folds. *15 Jl/78*
Ad 'piracy' charge sparks dispute at Canadian banks. *15 Jl/83*
Canada adding premium guides to kid tv ad code. *15 Jl/86*
Effects of B.C. paper strike linger. *22 Jl/80*
CTV net sues Systems. *22 Jl/39*
Canada food study seeking impact of ad costs on prices. *29 Jl/50*
Planned funerals offered in Ontario print campaign. *29 Jl/50*
Canada ad group forsees problems in metric switch. *29 Jl/25*
Agency shift seen after Formosa sale. *29 Jl/25*
Unauthorized photo of Canada's Premier Davis using Braun label lighter withdrawn. Adbeat. *5 Ag/39*
Drinking & driving combo, heads list of concerns in Canada. Adbeat. *5 Ag/39*
Quebec moving to regulate liquor ads. *12 Ag/52*
GM to be first with ads as '75s bow in Canada. *19 Ag/10*
Federal Dep't of Nat'l Revenue & adv. groups discussing resolutions for payment of taxes on advertising material imported into Canada. Adbeat. *19 Ag/47*
Canadian ad pages up. *26 Ag/196*
Radio group taps Adam. *26 Ag/215*
Canadian dailies report first-half linage up. *2 S/25*
'Ideas' bows in October. *9 S/76*
Nestle rolls out Flair. *16 S/24*
Sony Canada push set. *16 S/33*
Wm. Neilson, Canada, marketing new candy bar. Adbeat. *23 S/107*
Canada ads push government bonds. *23 S/115*
Canada consumer chief hits ad role in economy. *30 S/8*
Canadian GE sets new national ad push. *30 S/18*
Evangelist group sets $12 million for tv programs. *30 S/84*
MacDonald introduces Cavalier in Canada. *30 S/84*
Canadian outdoor ad group raises rates. *7 O/54*
Telecommunications regulated by federal gov't in Canada. LMN. *7 O/99*
Elliot vows ad industry's support for inflation battle. H. Bernstein. (Review of 4A's Western conference). *7 O/102*
Newspaper ad council set by Canada NAEA. *14 O/76*
Canadian ad budgets may become inflation victims. *14 O/78*
Canada ad group urges ad tax status retention. *21 O/3*
Canadian bank is 1st world sponsor of Russian language television commercials. Adbeat. *21 O/95*
Soviets irked at vodka ads. *28 O/10*
New Canada drug ad code limits claims, placement. *28 O/64*
Canada magazines up for nine months. *4 N/45*
Canada group hears French buyer unique. *4 N/57*
Quebec, Ontario terminate mutual wine embargoes. *4 N/82*
Commerce dept. of NY urges Ontario business' to buy supplies from NY state. FTR. *11 N/8*
What's in store for Canada's magazines in next ten years. J. Crosbie. *18 N/174*
Canada's consumer laws to overlap; study urged. *18 N/208*
And now, a gallon of wine — in a cardboard box. R. Bechtos. *2 D/2*
Canadian tabloid promotes dailies. *2 D/58*
Gaines business in Canada goes to McKim agency. *9 D/12*
Canada plans to expand policy on misleading ads. *9 D/26*
Japanese scotch sets Ontario push. *9 D/28*
Whisky relaunch set. (Gooderham's 1832). *9 D/64*
Canadian bank ads set. *16 D/30*
Ads promise more than can be given, Canada meet told. *16 D/38*
Ads eschew honesty for persuasion, says Elliott. *16 D/62*
Johns-Manville touts product line in Canadian print. *23 D/21*
Ad revenues up 10.3% in Canada. *30 D/13*
See also
CANADA-ADVERTISING AGENCIES
CANADA-BROADCASTING

CANADA—ADVERTISING AGENCIES
McKim/Benton & Bowles buys Skelton Advertising, Calgary, Canada. LMN. *25 F/163*
Kert agency sets franchise network for retail accounts. *25 Mr/118*
Kelley buys into shop. *17 Je/74*
Caledon to handle Carling O'Keefe. *24 Je/18*
Cockfield buys Cotton. *10 Je/6*
Cockfield profits down, revenues up in 1973. *17 Je/88*
Maclaren Advertising allows execs of London shop to buy stock in British agency. FTR. *24 Je/8*
Vickers & Benson opens U.S. office. LMN. *24 Je/69*
B&B opens Canada shop. *12 Ag/47*
Cockfield billings up; profit per share down. *23 S/104*
ICA head plans formation of new Canada agency group. *7 O/54*
Canadian or U.S.-owned — which agency will you have? A. Kershaw. *11 N/37*
Ketchum unit affiliates with Canada shop. *25 N/8*
Canadian billings rise 14% in '73. *2 D/57*
Ontario chooses Foster as first agency of record. *9 D/73*
Cockfield agency reports slippage in client budget. *16 D/34*

CANADA—BROADCASTING
CBC studies phaseout of radio spots. N. Cotter. *4 F/20*
Voluntary Canada broadcast code for children's ads is working well. *11 F/50*
Advertisers urge CBC not to drop broadcast ads. *25 F/145*
CBC says double standard needed for ads, programing. *4 Mr/10*
CRTC's move to cut commercial time 50% becomes lively political issue. FTR. *8 Ap/8*
Cutback in broadcast ads seen hurting CBC affiliates. *15 Ap/52*
Canadian proposal seeks location limit on radio, tv spots. R. Bechtos. *13 My/3*
Global Television Canadian net, is taken over by IWC. *13 My/39*
Raw Nationalism. Editorial. (Canadian Radio-Television Commission head Pierre Juneau lacks insight when he urges tv spots aired in Canada be Canadian made.) *20 My/16*
Production rule hearing is delayed. *10 Je/19*
Bureau of Broadcast Measurement cancels survey of radio & tv stations. Adbeat. *10 Je/66*
Canada marketers form group to upgrade kiddie tv. *24 Je/67*
Canada move may stall ban on ad imports. *15 Jl/4*
Unicom buys interest in That Commercial Place. *9 S/4*
Canada toy group opposes more local ad content in tv. *9 S/22*
Canada bans use of 'subliminal' ads in children's tv. *16 S/66*
Canada again mulls action against using U.S. tv. LMN. *23 S/111*
Canada's Lalonde sees possible tv beer ad ban. N. Cotter. *7 O/28*
Canada ad group urges ad tax status retention. *21 O/3*
Florida Citrus does tv spots in Canada. *21 O/31*
More local content for Canada spots gathers support. *28 O/30*
Hunter urges incentives to spur Canada spot content. *4 N/8*
Canada ad costs will rise if imports banned, Davis says. *4 N/39*
Canada group to investigate tv ad 'clutter.' *25 N/50*

CANADA DRY CORP.
Canada Dry cans love pitch in ginger ale repositioning. *27 My/63*
Bubble Up launches effort in Canada. *1 Jl/24*

CANDY & GUM
Clark Co. revives slogan. LMN. *4 F/49*
Whammo sets plan for national move. *25 F/161*
Beatrice's Clark unit introducing Clarconut. *25 Mr/8*
Costs imperil 15¢ bar as candy makers wonder: Is chocolate obsolete? *8 Ap/3*
Wrigley sets new campaign for Juicy Fruit Gum. FTR. *6 My/8*
Gum cards' brand spoofs shift to cloth. *6 My/35*
Marathon John appears in spot tv for M&M/Mars candy bar. Adbeat. *20 My/103*
Ralston readies candy line rollout. LMN. *3 Je/1*
Ralston readies major marketing bid for chunk of confectionery business. L. Edwards. *17 Je/3*
Candy dollar sales rise on stable volume. *17 Je/84*
Pepperidge Farm tests candy lines. *24 Je/73*
Chicle unit tests liquid center gum. LMN. *8 Jl/61*
USSR okays test of Life Savers gum. *15 Jl/6*
Hershey slashes ad budget to fight soaring costs. N. Giges. *12 Ag/2*
Topps using net tv for first time. LMN. *26 Ag/209*
Life Savers Inc. going national with Life Savers Lollipops. Adbeat. *2 S/44*

Hershey, Nestle battle rising cost — each in their own way. *16 S/50*
Wm. Neilson, Canada, marketing new candy bar. Adbeat. *23 S/107*
Fleer's improved gum launched without ads. *7 O/83*
Hershey Foods introduces Toffo Caramel candy. LMN. *9 D/73*
CANON INC.
Canon using tv spots to promote cameras. Adbeat. *1 Jl/53*
CANTEEN CORP.
Canteen Corp. moves account to Pete Mathieu & Assoc. LMN. *28 Ja/61*
Canteen Corp. introduces Benchmark stock analysis operation. LMN. *27 My/63*
CANTWELL, JACK INC.
Gooch foods names Jack Cantwell Inc. LMN. *6 My/81*
CAPITAL CITIES COMMUNICATIONS INC.
General Foods is major tv sponsor of special joint project, by Capital Cities, Storer, and Metromedia. LMN. *20 My/107*
FCC approves sales of Carter radio, tv units. *3 Je/12*
CAR/PUTER INTERNATIONAL
Car/Puter charges 'RD' conspiracy for refusal of ad. *1 Ap/60*
CARDINET CANDY CO.
Ralston readies major marketing bid for chunk of confectionery business. L. Edwards. *17 Je/3*
CAREERS FOR WOMEN (COMPANY)
Careers for Women lands sales gals in magazine jobs. *18 N/128*
CARGILL, INC.
Pearl Bailey talks chicken in Paramount Poultry drive. *25 F/164*
CARGILL, WILSON & ACREE, INC.
Cargill opens in Tampa. *20 My/12*
Study cites social pressure as villain in spiraling ad cost. *11 N/19*
CARLING BREWING CO.
Carling begins major moves as sales dip. *25 Mr/3*
Carling moves brews to Toronto shops. LMN. *8 Ap/65*
Carling Brewing first to sign with WGN for WFL broadcasts. LMN. *6 My/81*
Canada shops plan third unit for Carling account. *27 My/20*
Caledon to handle Carling O'Keefe. *24 Je/18*
Carling stresses sports in year-end effort. *16 S/38*
CARL'S JR. RESTAURANTS
Carl's Jr. restaurants giving away cartoon drinking glasses. Adbeat. *12 Ag/50*
CARLSON, LIEBOWITZ & GOTTLIEB
Ed Gottlieb and agency sign legal settlement. FTR. *29 Jl/8*
CARNATION CO.
Small size Alpo fights Mighty Dog. *18 Mr/77*
Carnation agrees to FTC order on chocolate drink. *22 Ap/6*
Carnation tests Pastry Shoppe spreads. LMN. *22 Ap/81*
Top 100 national advertisers 1973 marketing report. *26 Ag/84*
Carnation in-home tests birth control pet food products. *2 D/72*
Hills Bros., Carnation move into flavored coffee market. *9 D/73*
Nestle waits as others battle GF int'l coffees. *16 D/82*
CARPETS & RUGS
Flooring marketers set their '74 ads. *21 Ja/28*
Allen Carpets & Levitz Furniture join in retail sales operation. Adbeat. *28 Ja/57*
Wool Bureau distributing rug catalogs. Adbeat. *1 Jl/53*
No run-of-the-mill crooner, carpet boss sells in rugtime. *8 Jl/24*
American Home's Boyle Midway division shifts HR2 rug cleaner to Hoefer, Dieterich & Brown. LMN. *22 Jl/75*
E. Allen sets tv effort; Lees sticking with print. C. Geraghty. *12 Ag/46.* Correction: *26 Ag/210.*
FTC drops 'consumer warning' ruling for ads. LMN. (FTC orders carpet dealers to refrain from bait and switch tactics.) *28 O/71*
Hamilton's touts value, variety in introductory offer. *4 N/69*
Densite campaign set. *2 D/62*
See also FLOORING
CARROLS DEVELOPMENT CORP.
Carrols coupons help Syracuse sell bus tokens. *14 O/67*
CARTE BLANCHE CORP.
Carte Blanche tells services in new drive. H. Bernstein. *15 Ap/64.* See also *8 Ap/8,* FTR.
NARB rules Carte Blanche comparison ads misleading. *22 Jl/16*
CARTER, JOHN MACK
See 'AMERICAN HOME'
CARTER WALLACE INC.
Carter in Omaha with Arrid Double X. LMN. *18 F/1*
Lambert-Kay drops claims for flea collar in settlement. N. Giges. *13 My/98.* See also *29 Ap/75,* LMN.
Lambert-Kay says settlement was on ads, not labeling. *3 Je/37*
Carter seeking to regain shares with Arrid's Double X. N. Giges. *22 Jl/1*
Robert Weltzien resigns at Carter Products. LMN. *12 Ag/57*
Carter-Wallace shifts laid to market slippage. *26 Ag/4*
Top 100 national advertisers 1973 marketing report. *26 Ag/86*
Lemont rejoins Carter as president. *28 O/2*
FDA antiperspirant unit report clouds future of Sure, others. J. O'Connor. *25 N/1*
Carter will buy Denver Chem. from N. Simon. *16 D/20*
Fred Lemont of Carter Products assures the safety of zirconium in Arrid. LMN. *30 D/25*
CARTOONS & CARTOON CHARACTERS
Snoopy signs up for dog treat line. *25 Mr/4*
Cartoon still tv staple, but role of adviser gains. J. Forkan. *8 Ap/8*
Snoopy appearing on tenniswear by Arrow. FTR. *16 S/8*
CASE & McGRATH INC.
Case solicits accounts with 30-sec. spots. *25 N/6*
CASH, NORMAN E. (PETE)
TvB seeking new chief to succeed Cash. M. Christopher. *10 Je/3*
TvB chief choice seen soon as group narrows list. LMN. *17 Je/1*
Rice picked to succeed Cash as TvB president. LMN. *14 O/1*
CASIO INC.
Casio names Doremus for calculator account. LMN. *4 F/49*
CASS STUDENT ADVERTISING
School rate book set. *2 D/57*
'Multiple Choice' promotes mail order to college market. *2 D/58*
CASTLE & COOKE FOODS
Dole & Reddi-Wip team up for summer recipes. Adbeat. *10 Je/66*
Castle & Cooke introduces Dole clementines into NY market. LMN. *23 D/25*
CATALOGS
Ward ad bills catalog as '74 'energy saver.' *14 Ja/28.* See also *7 Ja/8,* FTR.
Catalog trend is to specific markets, Sears exec feels. *13 My/55*
How to make successful catalogs: Tips on setting type, making pages. N. Rubel. *27 My/48.* (Last of five-part series. Others appeared in 'Promotion.' *4 F/10, 18 F/16, 18 Mr/13, 29 Ap/9.)*
Airlines to repeat youth offer. *3 Je/24*
Horchow sets mail test, opens new company. *3 Je/28*
How successful catalog users do it — 10 basics to boost sales. B. Stone. *24 Je/44*
Wool Bureau distributing rug catalogs. Adbeat. *1 Jl/53*
Media hopeful on second half; see light budget hikes. AA Roundup. (Catalog segment reviewed.) *15 Jl/92*
Montgomery Ward and Sears raise catalog prices. Adbeat. *22 Jl/71*
'Multiple Choice' promotes mail order to college market. *2 D/58*
CATHER, WILLIAM A. (author)
What it takes to become ad adman — as admen see it. *23 D/17*
CAT'S PAW RUBBER CO.
Cat's Paw Rubber Co. returns to network radio. Adbeat. *5 Ag/39*
CAVETT, DICK
Talks could free Cavett's 'radical' show. *18 F/8*
ABC-TV still fussing with Cavett show, Stevens film. *4 Mr/8*
Fairness gone wacky. Editorial. (Fairness Doctrine need not be stretched to prevent the public from being exposed to varying ideas, as illustrated by ABC's Dick Cavett interview with radicals.) *4 Mr/14*
CELANESE CORP.
US smokers test ersatz tobacco. Adbeat. *18 F/67*
Celanese marketed Cytrel tobacco substitute was success in U.S. in 1973. Adbeat. *18 F/70*
Philip Morris puts European smoke in U.S. test; Lorillard expands True. J. O'Connor. (Celanese Corp. markets synthetic tobacco substitute.) *8 Ap/3*
CELEBRITIES
See ADVERTISING SPOKESPEOPLE
CENSORSHIP
Talks could free Cavett's 'radical' show. *18 F/8*
Tv movies cause nets headaches. *25 F/3*

Sexy shows still raise many sponsors' hackles. J. Forkan. *11 Mr/3*
Mobil protests 'idea' ad ban; radio nets block Texaco spots. M. Christopher; S. Cohen. *8 Ap/1*
Code board to field comparative ads. M. Christopher. *15 Ap/12*
Mobil continues fight to air views, uses rejected storyboard in print ad. M. Christopher. *24 Je/3*
Publishers face stronger reaction for failure to call fraudulent ads. S. Cohen. *1 Jl/4*
Self regulation nothing more than ad censorship; Shepard. M. Block. *7 O/3*

CENSUS
See U.S. BUREAU OF THE CENSUS

CENTER FOR AUTO SAFETY
Consumerist group raps NAD delays, secrecy. S. Cohen. *22 Ap/2*
NAD's dilemma. Ediotrial. (NAD caught up in debate to divulge proof for ruling on certain decisions, without exposing advertisers confidential information.) *29 Ap/14*
Keep 'open mind' on NARB, Etherington advises critics. *29 Ap/78*

CEREALS
Kellogg rolls out Country Morning; other 'naturals' gear up for moves. L. Edwards. *4 Mr/3*
Food industry structure to be focus of FTC probe. *11 Mr/2*
Pet launches first corn natural cereal. *18 Mr/12*
Canadian group seeks review of cereal, toy spots. *18 Mr/46*
Cereal market to grow 7% in 1974: Maxwell. (Includes market share of ready-to-eat cereals). *22 Ap/2*
Quaker Super Plus set; hot 100% Natural slated. *17 Je/1*
Many gripe at proposed ban on premiums; Quaker likes it. *10 Je/1*
FDA mulling label rule for over-nutrition. *17 Je/123*
General Mills rolls out new Nature Valley entry. LMN. *17 Je/123*
Fall kiddie tv fare sold out as cereal, toy spending rises. J. Forkan. *8 Jl/2*
Stokely-Van Camp's Purity Mills division tests RiceOs cereal. LMN. *15 Jl/85*
Cereal makers readying major premium changes. L. Haugh. *22 Jl/1*
Groups urge FDA limits on cereal sugar content. *5 Ag/6*
Ralston going national with Freakies, Meow Mix. LMN. *12 Ag/1*
Jewel supermarkets offering Kellogg b'fast cereal in individual bowls. LMN. *26 Ag/209*
FTC case vs. cereal makers stalled by legal maneuvering. J. Revett. *9 S/3*
Nabisco tests Norman cereal. LMN. *9 S/85*
Two Nabisco brands appear set to collide via ad themes. *16 S/2*
Quaker Oats plans hot cereal entry. LMN. *23 S/111*
Freakies cereal characters inspired by WRG employees. Adbeat. *7 O/94*
Nabisco, Pet test new hot natural cereals. L. Edwards. *14 O/2*
Kellogg arguments reject FTC's proposed kids' premium guide. N. Bristol. *14 O/43*
General Mills rolls out Fruit Brute 'monster cereal.' LMN. *14 O/109*
Nabisco testing new cereal & breakfast drink; also toaster pastries. LMN. *21 O/99*
What's wrong with the FTC's complaint against cereal company advertising. W. Huth. *28 O/37*
Standard Milling Co. breaks ads for Wheatena cereal. LMN. *4 N/89*
Robin Hood Multifoods tests hot oatmeal cereal. Adbeat. *18 N/202*
New Multifoods ads tout wheat germ as a cereal. L. Edwards. *9 D/10*

CERTAIN-TEED PRODUCTS CORP.
Certain-teed sales hike of 40% laid to info-type ads. *15 Ap/24*

CESSNA AIRCRAFT CO.
Cressna addresses business with new energy-saving ads. *15 Ap/22*
Cessna introduces '75 line of light planes. LMN. *29 Jl/53*
Why fuel crunch didn't ground Piper. *14 O/76*

CHALK, NISSEN, HANFT INC.
Cosmetique assigns account to Chalk, Nissen, Hanft. LMN. *24 Je/69*

CHAMPALE, INC.
New Champale tv ads ready. *1 Ap/58*

CHAMPION SPARK PLUG CO.
Champion's 'Car Care' newspaper insert expects distribution increase. Adbeat. *26 Ag/206*

CHAPTER XI
Kenton files under Chapter XI, two units may follow. *14 Ja/40*
Compusamp hopes replies with funds will get it going. *25 Mr/10*

CHARCOAL
Clorox launches net tv & newspaper advertising for its Kingsford subsidiary charcoal. FTR. *20 My/8*

CHARITY ADVERTISING
Is 'charity' game suckering us all? S. Bernstein. (SRB advises ad people to check into charity operations before they get suckered into spending time and energies on organizations not worth their while.) *13 My/14*
Charity comment creates a storm. S. Bernstein. *17 Je/16*
It's a strange, strange world. S. Bernstein. (SRB comments on misuse of activities labeled "non-commercial", when in fact they are 100% commercially enterprising.) *15 Jl/16*
More info on charities needed. S. Bernstein. (SRB feels all charity tax-exempt organizations must include information on who runs and endorses the organization.) *30 D/6*

CHARLIE'S GIRLS INC.
Revlon and Charlie's Girls settle suit. FTR. *7 Ja/8*
Led out with panache, Charlie pays off in sales. L. Baltera. *18 Mr/29*

CHARREN, PEGGY
Consumerists favor NARB to head kid tv ad code action. S. Cohen. *4 F/3*
NAB code changes major breakthrough in kiddie tv hassle. J. Revett. *1 Jl/1*
FCC okays industry code on tot tv ads. *28 O/8*

CHARTER CO.
Charter says Downe stock package cost $8,700,000. B. Donath. *4 F/2*
Charter reports revenue and earnings increases. *12 Ag/46*

CHEESE
Dorman campaign set. *13 My/55*
Borden tests Country Store cheese line. *8 Jl/6*
Expanded cheese ad effort aimed at reducing surplus. *9 S/8*
Dairylea cottage cheese testing in metro N.Y. *21 O/96*
Kraft Foods going national with Casino natural cheese. LMN. *21 O/99*

CHEMICAL BANK
Chemical Bank goes after new (younger) borrower. *16 S/45*

CHESEBROUGH-POND'S INC.
Chesebrough testing Vaseline Aftershave Care lotion. LMN. *4 Mr/53*. Correction: *1 Ap/10*
Pond's earnings, sales rise, but h&ba unit drops. *11 Mr/34*
C-P sends George Goebler to its newest acquisition, Adolph's Ltd. FTR. *1 Ap/8*
Bubbling Herbal Bath goes national. LMN. *22 Ap/81*
Vaseline Jelly gets first major ad push. *27 My/20*
Adolph's marinade readies national move. *1 Jl/20*
Chesebrough plans Vaseline entry to fight AHP's Prep H. *8 Jl/1*
Chesebrough-Pond's offers album as promotion for Vaseline hair tonic. Adbeat. *8 Jl/60*
Four new essences to expand 'The Thing' line. *19 Ag/52*
Chesebrough-Pond's introduces Fresh Herbal Vaseline Intensive Care. LMN. *19 Ag/51*
Top 100 national advertisers 1973 marketing report. *26 Ag/90*
C-P national with hemorrhoidal preparation. FTR. *7 O/8*
Cutex adds new herbal scented polish remover. *7 O/75*
Chesebrough-Pond's testing pet care product. LMN. *7 O/99*
Chesebrough-Pond's introduces Overtime disinfectant. LMN. *14 O/109*
Chesebrough taps O&M for Hemorr-Aid, Q-Tips. *11 N/76*

CHEVROLET MOTOR DIVISION
EPA fears dealer ad portends move on emission curbs. *21 Ja/8*
Auto ad plans becoming flexible; Ford sets Gran Torino Elite bow. R. Gray. *28 Ja/2*
Chevrolet no comment on '75 subcompact model. FTR. *4 F/8*
Chevy, Olds unveil ads for spring sales fillip. R. Gray. *25 F/3*
Auto makers pouring ad fuel on very chilly sales situation. R. Gray. *4 Mr/3*
GM forecasts upswing; ad plans stable. *25 Mr/115*
Ads were read—and so are the faces. *25 Mr/119*
GM ad execs shifting gears for second half; '75 models. R. Gray. *22 Ap/3*

Vega engine fails EPA test; future unclear. R. Gray. *29 Ap/75*
Chevrolet sets tv buys. LMN. *1 Jl/53*
Chevy to kick off '75 car drive with 'a little good news.' R. Gray. *2 S/2*
Detroit gearing for ad counterattack to battle sales slump. R. Gray. *28 O/1*
Detroit rolls out quickly with 'buy now' ad efforts. R. Gray. *11 N/1*
CHIAT/DAY INC.
Sleepy clients still produce poor industrial ads: Chiat. *11 Mr/8*
Chiat/Day opens new unit; Livingston heads. *10 Je/29*
'CHICAGO DAILY NEWS'
'Daily News' raises newsstand price. FTR. *1 Ap/8*
'Tribune' readies drive for new all-day format; Field counterattack due. N. Howard. *2 S/3*
'Daily News' folding denied, but rumor mill keeps running. N. Howard. *9 D/8*
'CHICAGO GUIDE'
'Chicago Guide' to buy assets of 'Chicagoan'. N. Howard. *23 S/8*
'CHICAGO SUN-TIMES'
'Trib,' 'Sun-Times' both claim top morning spot. N. Howard. *11 F/30*
'Sun-Times' raises newsstand price. FTR. *1 Ap/8*
'Tribune' readies drive for new all-day format; Field counterattack due. N. Howard. *2 S/3*
Chicago 'Tribune' & 'Sun-Times' increase newsstand price. LMN. *25 N/53*
CHICAGO TRANSIT AUTHORITY
ACLU seeks action on CTA car card refusal complaint. *20 My/107*
CTA promotes mass transit during holiday season. Adbeat. *16 D/72*
CHICAGO TRIBUNE CO.
'Trib,' 'Sun-Times' both claim top morning spot. N. Howard. *11 F/30*
'Tribune,' 'Today,' raise newsstand prices. FTR. *1 Ap/8*
Cook, Hunt promoted at Tribune Co. *15 Ap/8*
Tribune Co. holders approve charter change. *22 Ap/72*
Expect 'Today' to fold; all day 'Trib' possible. *19 Ag/2*
All-day 'Tribune' set to start when 'Chicago Today' folds. N. Howard. *26 Ag/2*
'Tribune' readies drive for new all-day format; Field counterattack due. N. Howard. *2 S/3*
Chicago 'Tribune' & 'Sun-Times' increase newsstand price. LMN. *25 N/53*
'CHICAGOAN'
'Chicagoan' is purchased by Pritzker firm. *29 Ap/75*
'Chicago Guide' to buy assest of 'Chicagoan.' N. Howard. *23 S/8*
CHILDREN
CPSP issues safety warning for children's sleepware. LMN. *4 F/49*
Safety unit plans broadcast drive. *18 F/28*
ITT syndicates tv special on children around the world. LMN. *1 Ap/55*
American Airlines plans distribution of in-flight kiddie coloring book. LMN. *14 O/109*
Sears sponsoring kiddie contest to win trip to Disneyland. Adbeat. *14 O/116*
Ad Council's new nutrition & health campaign advertising with help of Cookie Monster. Adbeat. *18 N/202*
Big spenders ask NARB to set guides for children's ads. *21 Ja/1*
Kids' ad code moves ahead, backed by consumerists, industry people. S. Cohen. *28 Ja/1*
Discussion begins on prime time designation for weekend children's shows. LMN. *28 Ja/61*
Increase expected in children's specials this season. LMN. *28 Ja/62*
CHILDREN'S ADVERTISING
Big spenders ask NARB to set guides for children's ads. *21 Ja/1*
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Consumerists favor NARB to head kid tv ad code action. S. Cohen. *4 F/3.* See also LMN p. 49.
Success sparks nets' plans for more fall kids' specials. *4 F/18*
ANA meeting help to update children's advertising guidelines. LMN. *4 F/49*
Voluntary Canada broadcast code for children's ads is working well. *11 F/50*
Push for NARB as kid ad watchdog is encouraging; it's also overdue. S. Cohen. *25 F/10*
Four A's to back NARB's tots' tv ad role. *4 Mr/1*
Congress presses FTC, FCC for action on children's ads. *18 Mr/2.* See also *18 F/8,* FTR.
Etherington: Better kids' tv ad monitoring system needed. N. Giges. *18 Mr/77*
Sugar Assn. braces for fight on kids' ad code. LMN. *18 Mr/77*
FTC narrows debate over kiddie tv ads. *25 Mr/2*
New 'Sesame Street' items in works. *25 Mr/108*
Consumerists, get out: FACT. *25 Mr/120*
NARB plan too timid. Editorial. (NARB's proposal to deal with children's ads focuses on individual misleading ads while the real problem is tv's total treatment of children.) *25 Mr/16*
FTC to take steps on nutritional disclosure on children's tv. FTR. *1 Ap/8*
NBC is expanding its child-oriented public service ads on nutrition & other subjects. Adbeat. *1 Ap/51*
New FTC food proposal is less critical of sugar. *8 Ap/1.* See also *25 Mr/1.*
Cartoon still tv staple, but role of adviser gains. J. Forkan. *8 Ap/8*
Fall ratings battle eyed as networks ready new offerings for kiddie tv. J. Forkan. *15 Ap/2.* See also LMN p. 59.
ITT readies launch of kid tv series venture. *15 Ap/22*
Move faster on kids' ad code, activists warn. *22 Ap/8*
NARB may seek funds to police children's ads. S. Cohen. *29 Ap/75*
FTC may force children's ad issue; commission getting a Harvard look. S. Cohen. *6 My/4*
NAB unit readies kid tv ad guides, studies wine, beer. *6 My/81*
FTC set to act on ad code if industry dawdles; Engman. S. Cohen. *13 My/1*
Is 'Sesame Street' hurting youth study habits? H. McMahan. (McMahan raises questions about the true educational value of 'Sesame Street'.) *13 My/43*
Kiddie tv code beefed up for FTC meeting. *20 My/1*
Impasse seen on children's ad code; FCC, FTC may act. *27 My/1*
Perilous journey. Editorial. (AA praises the creation of a new NARB/NAD unit to police children's advertising, but advises the industry to heed consumer criticism.) *27 My/14*
IT&T promote "Big Blue Marble" as first worldwide kids tv series. Adbeat. *27 My/60*
Choate backs off a little on Nazi propaganda statement. *3 Je/62*
New Group asks support to improve kiddie tv ads. *3 Je/65*
See fast showdown on Engman's call for premium ad ban. S. Cohen. (Covers some of the major speeches at the AAF meeting.) *10 Je/1.* See also LMN p. 63.
Many gripe at proposed ban on premiums; Quaker likes it. *10 Je/1*
NARB votes to disclose ad substantiation. (Endorsement of children's advertising review unit within NARB.) *10 Je/2*
NAB may ask compromise on premium ads to kids. *17 Je/1*
How industry lost the ball on children's tv ads. S. Cohen. (A synthesis of interviews with the key personalities involved in kid tv advertising includes defining the issues, narrating the course of events, and summing up the lessons as the industry participants see them). *17 Je/3*
Over the brink? Editorial. (Lewis Engman not popular in his views to abolish premium advertising on children's television.) *17 Je/16*
Schneider of CBS fears 'sweeping' revamp of tv. *17 Je/120.* See also *10 Je/63,* LMN.
Stage is set for premium ad ban battle. *17 Je/124*
Engman softens demand for children's premium ad ban. *24 Je/1*
FCC tie-in seen on NAB kids' ad code. *24 Je/1*
Canada toy maker shifts to print ads. *24 Je/58*
Canada marketers form group to upgrade kiddie tv. *24 Je/67*

NAB code changes major breakthrough in kiddie tv hassle. J. Revett. *1 Jl/1*
FTC to ask comment on tv premium ban; other media studied. *1 Jl/1*
Fall kiddie tv fare sold out as cereal, toy spending rises. J. Forkan. *8 Jl/2*
Ad industry readies fight on tv ad ban of premiums. *8 Jl/2*
'Truth in Advertising' group mails revised Assn. of National Advertisers children's tv ad guidelines to sampling of people. Adbeat. *8 Jl/60*
Canada adding premium guides to kid tv ad code. *15 Jl/86*
Opposition to ads in children's programs fading. FTR. *22 Jl/8*
Assn. of Independent TV Stations urges cut back of advertising in kids programs. LMN. *22 Jl/75*
Group tells FCC: Put ad education into kid tv shows. J. Revett. *29 Jl/2*
Regulators, ACT agree on children's tv views. M. Christopher. *29 Jl/54*
NPSE labels premium ban as 'excessive.' *12 Ag/61*
'Funshine Saturday' character to be used to separate kiddie programs from commercials on ABC. Adbeat. *12 Ag/50*
FTC ban proposal hurting sales, says premium group. *26 Ag/196*
Public split on proposed ban on tv premium ads. J. Revett. 2 S/15
ANA finds mothers are split on effect of tv commercials. *9 S/2*
NAD names consultants to review children's advertising. LMN. *9 S/85*
FTC to move on food ads, Choate says. (Also, FCC plans discussion of children's adv. on tv.) *16 S/38*
FTC seeking data for tv premium compromise. *16 S/86*
Canada bans use of 'subliminal' ads in children's tv. *16 S/66*
ANA study scores no points. Editorial. (ANA study reports tv exposure is good for chi/dren, but effectiveness of tv commercials on children was presented in a confusing fashion.) *23 S/16*
NAB's tv code not enough for tots: Consumers Union. *23 S/112*
Cracker Jack has alternate premium plan. *30 S/16*
ABC, CBS battle for lead in Saturday kiddie shows. *30 S/91* See also *23 S/111*, LMN.
M&M tv spot hits plague as tooth villian; ignores sugar. *7 O/1*
FCC tot tv policy to favor voluntary ad cuts. LMN. *7 O/1*
Review board sets guides on comparisons. *7 O/8*
Cracker Jack idea. Editorial. (Manufacturers of Cracker Jack propose an FTC guide to premium offers to children on television.) *14 O/16*
Kellogg arguments reject FTC's proposed kids' premium guide. N. Bristol. *14 O/43*
Appealing to nostalgia. (Comments on Lewis Engman's proposal to ban from television premium offers directed to children.) *14 O/49*

CHILDREN — RADIO & TELEVISION

Santa gets an X rating from broadcasting code. *28 O/1*
Need documentation on kids' premium issue researcher tells meet. N. Green. *28 O/3*
FCC okays industry code on tot tv ads. *28 O/8*
A good decision at FCC . . . Editorial. (FCC ruling over advertising on children's television is in the interest of both children and broadcasters.) *4 N/16*
A letter from Santa. Editorial. (The likeness of Santa Claus in children's product advertising is not an endorsement for any particular product.) *4 N/16*
FCC member raps 'brutal' tv programming. *11 N/75*
"Magic Garden" tv show, offered for syndication. Adbeat. *18 N/202*
HTN moves into kid fare with 'Funtastic' series. J. Forkan. *2 D/4*
Ad rates for children's tv programs may rise as time limits are cut back. M. Christopher. *23 D/3*

CHILDREN'S MAGAZINES

Comics give quality image: Flavor Valley. *1 Jl/30*
'Puck' touts readership study; says most kids, adults pore over comics. *8 Jl/62*
Publishers of children's magazines cautious about possible ad windfall. B. Donath. *15 Jl/3*

CHILDREN'S TELEVISION WORKSHOP

New 'Sesame Street' items in works. *24 Mr/108*
ABC sets 'AM America' to vie for early viewers. *13 My/8*
Non-commercial CTW stars find the other side pays, too. J. Forkan. *29 Jl/12*

CHILE

JWT considering reopening ad office in Chile. LMN. *16 S/89*
JWT's Dialog drops Chile, citing ideology conflict. LMN. *18 N/1*

CHILTON CO.

Chilton and McGraw-Hill report rise in earnings and revenue. FTR. *11 F/8*
Chilton handles U.S. distirubtion of Russian 'Soviet Export.' LMN. *18 F/67*
Profits up at Chilton, McGraw-Hill. *25 F/158*
Chilton readies syndicated tv car care shows. *25 F/160*
'Boot & Shoe Recorder' ends 92 years' publishing. *6 My/66*. See also *22 Ap/8*, FTR.
Chilton goes consumer with 'Golf Journal' buy. LMN. *24 Je/1*
Chilton forms international division. LMN. *8 Jl/1*
Chilton adds 'Tennis U.S.A.,' and 'Golf Journal.' FTR. *12 Ag/8*
Chilton income up 37% for '74 first six months. *19 Ag/10*
Chilton Co. leaves Gray & Rogers. FTR. *2 S/8*
Chilton denies report of move from Gray & Rogers; while G&R president resigns. FTR. *23 S/8*
Chilton Int'l. adds Tully Giaconazzi to staff. FTR. *11 N/8*
Gray & Rogers remains Chilton agency. LMN. *18 N/217*
Chilton reports income rise for third quarter. *25 N/48*
Chilton won't hike its rates across board: Barbour. *2 D/72*
Chilton film division opens Detroit shop. LMN. *23 D/25*

CHINA TRADE CORP.

China Trade Corp. and Crestwood Advertising form New China Television Crop. Adbeat. *7 Ja/51*
China Trade Fair seeks U.S. agency. *22 Jl/56*

CHINA, PEOPLE'S REPUBLIC OF

China Trade Fair seeks U.S. agency. *22 Jl/56*
Plan ad for Red China? Write it in modern Mao. R. Bechtos. *26 Ag/16*
China delegation visits Hoefer, Dieterich. *23 S/38*

CHOATE, ROBERT

Consumerists favor NARB to head kid tv ad code action. S. Cohen. *4 F/3*
Move faster on kids' ad code, activists warn. *22 Ap/8*
NARB may seek funds to police children's ads. S. Cohen. *29 Ap/75*
FTC may force children's ad issue; commission getting a Harvard look. S. Cohen. *6 My/4*
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NAB code changes major breakthrough in kiddie tv hassle. J. Revett. *1 Jl/1*
FTC to move on food ads, Choate says. (Also, FCC plans discussion of children's adv. on tv. *16 S/38*

CHOCK FULL O'NUTS CORP.

Y&R resigns Rheingold account. LMN. *11 Mr/57*
James K. Forget will head Rheingold marketing; no agency yet. LMN. *18 Mr/77*
Rheingold picks JWT; ad budget hike seen. LMN. *13 My/1*
Edward Rohlin joins Chock Full O'Nuts. LMN. *20 My/107*
Chock Full loose again; JWT quits. *15 Jl/8*
Chock Full O'Nuts shifts in-house to Peerless. LMN. *29 Jl/1*
Anatomy of a breakup: Chock Full vs JWT. J. O'Connor.. *5 Ag/1*
'I've had it with agencies'. Editorial. (William Black, Chock Full O'Nuts chief should have given JWT a first-campaign trial before severing relations.) *12 Ag/10*
Black says bureaucracy rampant in big agencies. J. O'Connor. *21 O/22*

CHOLESTEROL

FTC seeks court injunction to stop egg cholesterol ads. *5 Ag/43*
Cholesterol ads defended by egg group. *12 Ag/8*. See also *5 Ag/43*, LMN
Bright Day cholesterol-free mayonnaise tests. *16 S/76*
Ad efforts can alter health habits, Stanford study finds. *9 D/36*

CHOCOLATE
Costs imperil 15¢ bar as candy makers wonder: Is chocolate obsolete? *8 Ap/3*
Nestle Co. promotes chocolate and butterscotch morsels with baking pan. Adbeat. *16 S/92*
Hershey, Nestle launch chocolate-flavored chips. *23 D/25*
Cadbury Schweppes begins production of first U.S. chocolate plant. Adbeat. *21 O/95*
CHOCOLATE DRINKS
See BEVERAGES — NON-CARBONATED
CHRISTIAN, RICHARD C.
AIA group hears need for straight talk; fetes Marsteller. *27 My/67*
CHRYSLER AIRTEMP DIVISION
Chrysler's Airtemp unit moves to Burnap shop. LMN. *17 Je/1*
Chrysler Airtemp mails letters promoting air conditioners to Moscow. Adbeat. *11 N/67*
CHRYSLER CORP.
Chrysler to push all small autos in one ad package. *11 F/6*
Chrysler drops 2 'muscle' cars and Ford reveals names of luxury compacts. FTR. *18 Mr/8*
Chrysler staying loose on '75 model ad plans. R. Gray. *8 Ap/2*
No plans for subcompact, Chrysler says. *22 Ap/86*
Chrysler says ad outlay will be off 2% in first half. R. Gray. *6 My/3*
Chrysler particular about sponsoring tv shows. Adbeat. *3 Je/57*
Carl Rowan & Chrysler Corp. renew black radio commentary contract. Adbeat. *22 Jl/71*
FTC moves against gas mileage claims of top auto makers. *5 Ag/2*
Chrysler delays subcompact entry. *5 Ag/44*
Top 100 national advertisers 1973 marketing report. *26 Ag/94*
Chrysler sets small-package theme. R. Gray. *9 S/10*
Chrysler Corp. offers one year, no-mileage warranty on 1975 models. LMN. *9 S/85*
Chrysler Corp. merging Chrysler-Plymouth division and Dodge division. FTR. *16 S/8*
Chrysler ads push new Owner Care warranty. *7 O/12*
Detroit's new car warfare centers on 'luxury' compacts and intermediates. R. Gray. *14 O/24*
Detroit gearing for ad counterattack to battle sales slump. R. Gray. *28 O/1*
FTC settles GM dispute, but presses Chrysler on its gas economy claims. *4 N/2*
Detroit rolls out quickly with 'buy now' ad efforts. R. Gray. *11 N/1*
Car, tire performance claim not typical, makers tell FTC. *18 N/4*
Chrysler Corp. distributes promotional bumper stickers. FTR. *18 N/8*
Auto makers, others, back 'buy' drives. *25 N/53*
CHRYSLER MARINE PRODUCTS
Chrylser Marine sets economy ads. *11 F/70*
CHUO DENKO ADVERTISING
B&B departs from overseas policy with Chuo Senko joint venture. *13 My/2*
TDK fall campaign is first U.S. effort by Chuo Senko. *9 S/8*
CHURCH & DWIGHT CO., INC.
Church & Dwight promoting Arm & Hammer baking soda in swimming pools. Adbeat. *8 Jl/60*
Church & Dwight adds Lois shop for two products. (Introduces Arm & Hammer oven cleaner.) *19 Ag/51*
CIBA GEIGY CORP.
Ciba folding Madison unit; Binaca goes to Airwick. LMN. *30 S/1*
Swiss order Madison Labs' demise. B. Donath. *21 O/3*
CIGARET ADVERTISING PAPER CORP.
Cigaret Advertising Paper Corp. offering imprinted messages on covers of rolling paper booklets. Adbeat. *9 S/88*
CIGARET LIGHTERS
Bic lighter rolls out. *28 Ja/54*
Garrity moves $5,000,000 Dispoz-a-lite to Scali. LMN. *11 F/65*
Bic enters Canada with butane lighter. *13 My/60*
Gillette moves national with Cricket Keeper. LMN. *29 Jl/1*
Dupont hiking price of solid gold cigaret lighter. Adbeat. *19 Ag/47*
Gillette, Bic have firm hold on disposable lighter market. J. O'Connor. *30 D/2*
CIGARET ROLLING PAPER
Cigaret Advertising Paper Corp. offering imprinted messages on covers of rolling paper booklets. Adbeat. *9 S/88*
CIGARETS
Fairness inquiry study asks end to cigaret counter ads. *7 Ja/3*
Wiley: FCC isn't near a ruling on anti-cigaret ads. *14 Ja/8*
Anti-smoking groups asking for removal of outdoor cigaret ads. FTR. *21 Ja/8*
Banzhaf's outdoor skewering. Editorial. (AA urges John Banzhaf to drop his petition to prohibit cigaret advertising on outdoor boards.) *28 Ja/14*
Moss, health group seek ban on 27 cigarets that contain over 21 mg tar. *4 F/2*
L&M brand being relaunched into wider, full-flavor arena. J. O'Connor. *11 F/1*
American Cancer Society increases activities to alert smokers to health hazards. FTR. *11 F/8*
Woods getting crowded; Winston tests Big Ed. J. O'Connor. *18 F/2*
US smokers test ersatz tobacco. Adbeat. *18 F/67*
Don't smoke if pregnant, U.K. poster drive warns. *25 F/148*
Belvedere cigaret's 'Beautiful Blue' ads begin in Canada. *25 F/148*
Laredo alive; sales slow but steady. T. Rowan. *4 Mr/12*
Brown & Williamson moves Viceroy Extra Milds into national market. FTR. *11 Mr/8*
Philip Morris in process of registering Ski as a cigaret trademark. LMN. *11 Mr/57*
Latest cigaret developments in major tobacco companies. LMN. *18 Mr/77*
Brief results of FTC tar & nicotine study. FTR. *25 Mr/8*
Here's one with a lotta hair on it. (L&M cigaret promotion.) *1 Ap/6*
Philip Morris puts European smoke in U.S. test; Lorillard expands True. J. O'Connor. *8 Ap/3*
Camel sets sweeps via color print ads. *8 Ap/66*
Which ad attracted more readers? J. Rock. (Readership scores of 2 Camel ads.) *22 Ap/56*
Safety unit studies legality of banning high-tar cigarets. *22 Ap/74*
RJR continues to explore creative approach for Winston. Adbeat. *29 Ap/72*
American Brands to test Super M cigarets. LMN. *6 My/1*
CPSC lacks authority to brand high-in-tar cigarets unsafe. LMN. *20 My/107*
Winston spending big to keep No. 1 position. J. O'Connor. *27 My/3*
See FCC reversal of anti-smoking spot rule. *27 My/66*
Canada moving to low-priced cigarets. *3 Je/54*
Boston Globe drops ban on cigaret advertising. Adbeat. *3 Je/57*
Winston spending at $80,000,000 rate to stay No. 1. LMN. *3 Je/61*
L&M launches test of St. Moritz; fills market slots. *10 Je/8*
Philip Morris not returning to plastic packaging of Benson & Hedges; also RJ Reynolds denies marketing of new Winston 80. Adbeat. *10 Je/66*
Talks on reversal of FCC ruling permitting anti-smoking broadcast spots making headway. FTR. *17 Je/8*
Canadian cigaret, cigar sales up in 1973. *17 Je/88*
New Lorillard premiums in Kent gallery. (Includes mention of PM's techniques to promote Marlboro.) *24 Je/6*
FCC vetoes counter ads for most product spots. *1 Jl/1*
TV tobacco revenue not up to snuff. J. Forkan. (Lists the leading tv spenders in tobacco industry.) *1 Jl/10*
Thailand likely to keep U.S. subsidy for tobacco ads. *22 Jl/40*
B&W ready to test Tramps cigarets. *29 Jl/49*
Bill prohibiting smoking & cigaret adv. in Israel introduced. Adbeat. *5 Ag/39*
Whitehall Products plans to market & distribute non-tobacco cigaret. FTR. *12 Ag/8*
FTC bigger warning size study may threaten cigaret ad future. *19 Ag/2*
Am. Tobacco introduces Pall Mall Gold 100's in new sealed package. LMN. *19 Ag/51*
Winston goes to D-F-S; Esty given Camel line. J. O'Connor. *26 Ag/1*
RJ Reynolds goes national with Winston Extra Longs; also Lorillard division expands with 100mm True. LMN. *2 S/41*

Eve reposition designed to downplay packaging. J. O'Connor. *9 S/8*
American Tobacco moving Super M cigarets into NYC. LMN. *9 S/85*
Carlton sales spurs ad hike; RJR testing longer 'More'. *16 S/8*
Nine new brands of cigarets are battling in test market. J. O'Connor. (Also includes a chart of new cigarets in test.) *23 S/1*
Salem Extra menthol to challenge Kool leadership. J. O'Connor. *30 S/2*
MacDonald introduces Cavalier in Canada. *30 S/84*
Philip Morris announces cigaret sweepstakes. LMN. *7 O/99*
Philip Morris going into Seattle market with Miyako cigaret. J. O'Connor. (Also, Lorrilard introduces Zack cigaret.) *14 O/1*
Philip Morris & Panasonic combine in flashlight promo. Adbeat. *14 O/116*
Pres. Ford asks for review of gov't imposed cigaret regulation. LMN. *21 O/99*
Chesterfield back — with '30s touch. *28 O/1*
Pres. Ford asks for evidence before recommending cigaret ad bans. FTR. *28 O/8*
RJR to register Osman. *28 O/56*
R. J. Reynolds test "Meet the Turk" campaign, and tests Zur pipe tobacco. LMN. *28 O/71*
True ads tout low tar, show 19 other brands. (Also, Philip Morris moves Benson & Hedges 100s national, and American Brands' moves Super M into further test markets.) *N 18/223*
Top cigaret brands spend less in '73 ads; sales volume rises. J. O'Connor. (Includes table on cost of cigaret advertising 1966-1973.) *25 N/3*
American Tobacco moves Carlton brand to F. William Free & Co., NYC. FTR. *16 D/8*

CIGARS

Code board to field comparative ads. M. Christopher. (Review of cigar guidelines.) *15 Ap/12*
How Winchester pack was designed for whole new smoker. A. Schechter. *29 Ap/36*
American Cigar tests Friday, little cigars. LMN. *6 My/1*
General Cigar introducing 15¢ Marquis cigar. LMN. *13 My/93*
Canadian cigaret, cigar sales up in 1973. *17 Je/88*
Tv tobacco revenue not up to snuff. J. Forkan. (Lists the leading tv spenders in the tobacco industry.) *1 Jl/10*
Lorillard tests plastic tipped Erik. LMN. *29 Jl/53*
Costs boost 1973 cigar dollar sales; units slip. J. Maxwell. *16 S/3*
Consolidated Cigar introducing new cigar. LMN. *16 S/89*
Imperial Tobacco testing Colts Mild little cigars. Adbeat. *16 S/92*
New Triumph cigar assigned to DKG. LMN. *18 N/217*
American Cigar sets tv for Antonio products. *18 N/221*
General Cigar Corp. test marketing Night Owls cigars. LMN. *9 D/73*

CINECOM MEDIA CORP.

Cinecom readies in-store ad signs. *25 F/165*

CITICORP

Four markets get Citicorp's new 'financial center' plan. T. Allen. *21 O/99*

CITIES SERVICE OIL CO.

Gasoline supplies on the rise, but ad efforts are still scarce. T. Rowan. *15 Jl/3*

CITROEN S.A.

Citroen, Peugeot merge. *1 Jl/58*

CITRUS CENTRAL INC.

Libby reaches agreement on sale of frozen units. *8 Ap/53*

CIVIL AERONAUTICS BOARD

CAB okay given to Carl Ally for NYA board post. *13 My/58*
Flying empty. Editorial. (Airlines, with policy of empty seat/high fare flights, are not pleasing people's needs for convenient flights.) *20 My/16*
Down, down and away... Editorial. (Airlines should develop more attractive travel packages to fill seats rather than jeopardize loss of business.) *26 Ag/12*
CAB rebuffs complaint, but NAD ad view differs. S. Cohen. (American Airlines misleading ad cited as example of consumerist desire for intervention by regulatory agency.) *23 S/12*
CAB airline regulation is 'anti-consumer': FTC head. LMN. *7 O/1*
TWA, Pan Am ad moves await route swap okay. *28 O/10*
New Congress to be reform-minded; inflation, social issues on tap. S. Cohen. *11 N/2*
National's latest battle — free in-flight drink offer. *11 N/8*
Congressmen urge lower air fare. LMN. *30 D/25*

CLAIROL INC.

Bristol-Myers cites Clairol, Drackett for top '73 year. *4 F/52*
Clairol presents 'Women of the Year' awards. Adbeat. *15 Ap/62*
Curling irons are back; big Yule push planned. L. Baltera. *3 Je/18*
Clairol using pullout ad section for hair care products & styles in 'Seventeen'. Adbeat. *3 Je/57*
Competitors ready moves to counter Earth Born ad bid. J. O'Connor. *17 Je/1*
Clairol tests Quiet Touch hair color kit. LMN. *8 Jl/61*
Men's hair color ads climb as sales rocket. *15 Jl/12*
Clairol rolls national with Look of Buttermilk hair care line. LMN. *9 S/85*
Controversial Earth Born ad reported off tv. *16 S/1*
Clairol's store tested new Sunshine Harvest shampoo now being evaluated. LMN. *23 S/111*
Clairol moves Happiness hair color to NC&K while going nat'l with new nail color line. LMN. *30 S/91*
Clairol adds bath products to Herbal Essence line. LMN. *28 O/71*
Danger probes may force hair sprays to move out of aerosol packaging. L. Baltera. *16 D/1*
Clairol rolls out Herbal Essence bath line. LMN. *30 D/1*

CLARION CORP OF AMERICA

Clarion Corp. names Albert Frank-Guenther Law as agency. FTR. *3 Je/8*

CLARK & BERNARD & HUSBAND

Renamed Clark & Bernard & Carola, Boston. *2 S/6*

CLARK, D. CO.

Clark Co. revives slogan. LMN. *4 F/49*

CLARK, D. L., CO.

Beatrice's Clark unit introducing Clarconut. *25 Mr/8*

CLARK, HARRY

U.S. shops can learn from fee use in Europe; Clark. *16 S/72*

CLARK, LARRY A.

Kraft's Clark urges testing to avoid mistakes, 'bombs.' *18 N/22*

CLEANERS, CLEANSERS, & POLISHES

Drackett tests solid vanish. LMN. *21 Ja/73*
Drackett tests Mr. Muscle oven cleaner. LMN. *28 Ja/61*
Boyle-Midway introduces Sani-Flush Solid toliet bowl cleaner. LMN. *4 F/49*
Texize takes Grease relief on nat'l stage. *25 F/2*
Dow sets heavy push for reformulated cleaner. *25 F/168*
Noxell shifts $2,000,000 Lestoil to FC&B. LMN. *18 Mr/1*
Ty-D-Bol business moves to Harvey shop. LMN. *1 Ap/55*
Glamorene introduces Drain Power, aerosol drain clog remover. FTR. *8 Ap/8*
NARB panel 'regrets' AHP data refusal. *6 My/3*
Drackett testing Renuzit Pine Spray. LMN. *6 My/81*
New ads promote Ajax cleanser as good for drains. *27 My/63*
Scott's Liquid Gold introduces foam counter top cleaner. LMN. *17 Je/123*
Gilette tests Buster; eyes new areas. J. O'Connor. (Also, Gillette withdraws ad support for Hosiery Guard.) *15 Jl/1*
Georgia-Pacific testing Wood New, studies expansion. *29 Jl/28*
Church & Dwight adds Lois shop for two products. (Introduces Arm & Hammer oven cleaner.) *19 Ag/51*
Mr. Muscle national rollout meets Easy-Off's overnight counterpunch. *26 Ag/3*
P&G's Josephine is down the drain. N. Giges. *9 S/1*
Alberto-Culver testing new all-purpose cleaner. LMN. *9 S/85*
Tv backs Energine test. *23 S/6*
S. C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*
Michael's Care Products tests furniture care line. Adbeat. *28 O/67*
Drain Power will open up market: Glamorene. N. Giges. *11 N/2*

CLEMENGER, JOHN PTY. LTD.

Clemenger adds shop, reports billings gain. *26 Ag/216*

CLEMENT, JOHN

Canada consumer chief hits ad role in economy. *30 S/8*

'CLEVELAND PLAIN DEALER'

'Cleveland Plain Dealer' negotiating with striking editorial workers. FTR. *9 D/8.* See also *23 D/25,* LMN.

CLOCKS & WATCHES
Elgin push aims at getting things ticking again. T. Rowan. *21 Ja/22*
A. J. Foyt and Emilio Pucci appear in Rolex Watch USA ads. Adbeat. *10 Je/66*
Hamilton Watch breaks ads for clocks & watches. Adbeat. *30 S/87*
Nat'L Semiconductor sets Dec. for launch of electric digital watch effort. LMN. *30 S/91*
Speidel promotes Time Modulator digital quartz watch. LMN. *25 N/53*
'Time bracelet' ads set. *2 D/25*
CLOROX CO.
NAD flushes Clorox claim. *18 Mr/30*
Steak sauce market battle now in court. *25 Mr/8*
Clorox preparing national distribution of Cooking Ease. FTR. *6 My/8*
New brand action, low sales depress Clorox 3rd quarter. *13 My/78*
Clorox launches net tv & newspaper advertising for its Kingsford subsidiary's charcoal. FTR. *20 My/8*
Clorox and Henkel GmbH sign agreement. FTR. *29 Jl/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/96*
New pan sprays are moving to challenge No. 1-selling Pam. N. Giges. *30 S/2*
Clorox/Heublein steak sauce court fight delayed. *7 O/26*
Purex suit date reset. *18 N/6*
Clorox shelves further foreign expansion plans. *18 N/26*
CLOSED CIRCUIT TELEVISION
In-Store Television combines ad spots with surveillance. *6 My/81*
Hollywood Park turns race reruns into ad medium. *22 Jl/75*
Hemdale Leisure Corp. runs tv campagin to promote Ali-Foreman fight. LMN. *28 O/71*
CLOTHING
Campbell Soup promoting frozen dinners with hat offer. Adbeat. *3 Je/57*
Cast t-shirts upon the water for you may get coverage. *29 Jl/8*
Sedgefield Division of Blue Bell introduces Do-Nothing jeans. Adbeat. *26 Ag/206*
Magazine users ask better merchandising. (Panel sessions at Magazine Day review automotive, appliance, clothing, cosmetics, home furnishings, insurance industries, and corporate image.) *23 S/53*
Headwear Institute of America establishes clearing house for hat tie-in promotions. Adbeat. *28 O/67*
K&E handles Stubbies, Australian sports shorts account. LMN. *11 N/73*
See also MEN'S APPAREL
CLUETT, PEABODY & CO.
Cluett kills ads, ad department of Van Raalte unit. *8 Jl/66*
Snoopy appearing on tennis wear by Arrow. FTR. *16 S/8*
CLUTTER
Creative clutter: How it happens and how to avoid it. A. Bellaire. *14 Ja/34*
Students want ad minutes cut back. *11 My/50*
Media clutter a key topic at AA Workshop. *4 N/24*
Canada group to investigate tv ad 'clutter.' *25 N/50*
Ad clutter poses threat to all media, AA workshop told. *9 D/2*
CLYNE MAXON INC.
Maxon, Murray get Sani-Flush account from Y&R. LMN. *4 Mr/1*
AHP billings key to Maxon merger with Dusenberry. *25 Mr/1*
COATING MIXES
Nabisco tests Crisp 'n Easy coating mix. LMN. *18 F/67*
GF barbecue mix bows. *18 N/26*
COCA-COLA CO.
Coca-Cola with "lymon" Sprite campaign increase sales of soft drink. Adbeat. *14 Ja/57*
Minute Maid promotion set. Adbeat. *25 Mr/103*
New entries fail to dent diet market. *1 Ap/8*
Tab refigures calories; ads say it's now one per 16 ozs. *15 Ap/27*
Coke set to launch all-plastic bottles; tests large-mouth. *22 Ap/12*
Welch Foods & Coke introducing grape carbonated soda as joint venture. LMN. *13 My/93*
Coke offering serving trays. Adbeat. *3 Je/57*
Burnett gets RC nod as Pepsi shifts execs, Coke tries a new theme. N. Giges. *8 Jl/1*
Coke, U.S.S.R. set info exchange program. *8 Jl/45*
Nostalgia still in vogue among premium users. L. Haugh. *8 Jl/65*
Coke running Schwinn sweeps via supplement ads. LMN. *22 Jl/1*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
Seven-Up wins again on 'Uncola' trademark. *29 Jl/58*
Minute Maid lemon juice tests. LMN. *5 Ag/43*
Hi-C moves frozen concentrates into Los Angeles. LMN. *26 Ag/1*
Top 100 advertisers 1973 marketing report. *26 Ag/99*
Neiman-Marcus ads recall retailer's agency history. (Neiman-Marcus founders also created agency with Coke as one of its first accounts.) *9 S/26*
Coca-Cola offering popcorn poppers tumblers as premiums. Adbeat. *9 S/88*
What's happened since 'Uncola,' fake fur cases were appealed. S. Diamond. (Comments on the Seven-Up Co.'s attempts to register 'uncola' trademark.) *16 S/64*
FTC plaint hits wine ad spending. *30 S/3*
Coke jingle adapted for holidays. Adbeat. *7 O/94*
Coke & Pepsi ready game promotions. LMN. *7 O/99*
Tropicana new N.Y. effort aims at Minute Maid entry. N. Giges. *28 O/30*
Coke testing new sugar-free drinks under Tab banner. *28 O/58*
Sweeps bouncing back from past legal snags. L. Haugh. (Coca-Cola sweeps and contests cited.) *4 N/26*
Coca-Cola introduces lemon-lime soft drink in Minnesota. Adbeat. *11 N/67*
Coca-Cola offers discount ski passes. Adbeat. *18 N/202*
Coca-Cola & Pepsico step-up marketing of soft drinks in plastic bottles. FTR. *25 N/8*
Coca-Cola introduces new size Minute maid frozen organge juice via sponsorship on Tournament of Roses parade. Adbeat. *25 N/56*
Soft drinks attack sugar hikes with couponing. *2 D/1*
Coke rolls out fruit-flavored Tab entries. LMN. *9 D/73*
Keough of Coca-Cola named Adman of the Year. N. Giges. *16 D/cover*
Coca-Cola asks Florida Citrus Commission for rights to market low citric acid orange juice. LMN. *23 D/25*
COCKFIELD, BROWN & CO.
Cockfield buys Cotton. *10 Je/6*
Cockfield profits down, revenues up in 1973. *17 Je/88*
Cockfield billings up; profit per share down. *23 S/104*
COCKTAIL MIXES
Distillers gear up ad budgets as tequila becomes hot selling item. J. O'Connor. *6 My/3*
Schweppes U.S.A. plans summer campaign for carbonated mixers. Adbeat. *20 My/103*
Barton will launch new tequila, bourbon efforts. T. Rowan. *22 Jl/2*
Rums of Puerto Rico and Cadbury Schweppes join in gimlet cocktail promotion. LMN. *22 Jl/75*
ReaLemon expanding On The Rocks cocktail mix. Adbeat. *26 Ag/206*
COEN, ROBERT J. (author)
Fourth-quarter ad outlay was better than expected. *8 Ap/56*
National ad index up for early '74. *13 My/60*
Ad spending rises 5% in quarter over 1973. *8 Jl/57*
Ad volume in '74 expect to approach $26.5 million. (Includes estimate of '74 ad volume, revised ad volume for 1971-1973, and outlook for '75.) *12 Ag/3*
6% ad spending rise estimated for 1974. *11 N/52*
'75 ad volume may top $28 billion, following 5.9% increase for 1974. *16 D/cover*
COFFEE
Salada tea talks about coffee in new tv ad effort. *28 Ja/58*
Salada pulls ad objectionable to Colombian group; detente sought. *4 F/1.* See also *28 Ja/61,* LMN.
GF International moves to centralized policies. *25 F/148*
Salada settles ad suit with Colombian growers. *4 Mr/1*
Salada agency reportedly will share suit settlement. *11 Mr/50*
Savarin campaigns set. *25 Mr/115*
Maxwell House goes national with Electra-Perk. Adbeat. *1 Ap/51*
Brandwynne gets Medaglia coffee account. LMN. *1 Ap/55*
MJB Co. offers coffee plant as premium. FTR. *27 My/8*
Taster's Choice is freeze-dried leader in decaffeinated. *27 My/16*
GF backs Maxwell House with "old fashioned" item promotions. Adbeat. *17 Je/108*

Hicks & Greist resigns Brown Gold coffee account. FTR. *24 Je/8*
Marketer of coffeebags dips into Louisiana test. L. Edwards. *23 S/2*
GF sets push for International coffees. *23 S/57*
Juan Valdez resumes coffee commercial. Adbeat. *30 S/87*
General Foods expands distribution of "new" Instant Maxwell House. LMN. *14 O/109*
U.S. per capita coffee usage down in 1973. J. Maxwell. *21 O/3*
Maxwell House coffee breakfast offer set. *21 O/12*
Pillsbury will market coffee filter pack. *21 O/37*
More homes use Crest, drink Maxwell House, ARB brand study shows. J. Forkan. *28 O/20*
Haitian coffee bows. *18 N/130*
Drip coffeemaker sales spur filter pack drives. *25 N/8*
Hills Bros., Carnation move into flavored coffee market. *9 D/73*
Nestle waits as others battle GF int'l coffees. *16 D/82*
GF countering Folger's expansion with Horizon. J. O'Connor. *16 D/82*

COFFEEMAKERS
See APPLIANCES

COHAN, GEORGE S. (author)
Business press takes lead in easing industry problems. *17 Je/40*

COHEN & MARINO ADVERTISING
Cohen announces new marketing division. *23 S/88*

COHN, HOWARD (author)
Differences narrow between consumer, trade magazines. *18 N/99*

COLAROSSI, BENJAMIN (author)
1984: The coming era of electronic communications. *3 Je/44*

COLD, COUGH & SINUS REMEDIES
J&J shifts $2,000,000 Sine-Aid to Compton. LMN. *21 Ja/1*
FDA's preliminary list bolsters Vick, Sterling cough & cough products. J. Revett. *11 F/1*
Whitehall Labs tests Hot Bedtime Medicine. LMN. *11 F/1*
Light flu season disappoints advertisers of cold remedies. N. Giges. (A roundup of the cold remedy industry.) *11 Mr/3*
Whitehall assigns Hot Bedtime Medicine to Grey. LMN. *25 Mr/115*
SmithKline's successful use of scent ads has promoted expansion to pharmaceutical publications. Adbeat. *13 My/89*
Halls set to launch first cough syrup. *24 Je/10*
Lister picks Adelante agency for Chest medicated lozenges. *8 Jl/54*
American Home Products tests Dristan room vaporizer. LMN. *8 Jl/61*
Drug makers ask FDA unit to okay remedies on market. *23 S/58*
Denver Chemical, once NSI orphan, hypos ad budget, plans new products. N. Giges. *7 O/1*
Rexall touts house brands with 'cold center' campaign. M. Maples. *28 O/27*
Richardson-Merrell's Vick Chemical division tests Vick's Day-Care cold remedy. LMN. *28 O/71*
See also ANALGESICS

COLE, VICTOR L.
Cole leaves Mattel, forms new consultancy. *8 Jl/24*

COLEMAN, AL (author)
I picked the product name. (Story behind crock pot name.)*28 O/38*

COLGATE-PALMOLIVE CO.
Crisis nudges Cold Power back to cold water. (Also covers stories in other energy-related areas.) *14 Ja/4*
Esty & Colgate-Palmolive compare commercial effectiveness on Women's Sports Special. Adbeat. *14 Ja/57*
Colgate tests Axion aerosol stain remover. LMN. *21 Ja/73*
Activity in liquid detergents seen as image-recouping route. N. Giges. *28 Ja/3*
Three Colgate items in test. (Day One and Day Two shampoos and Baggies lunch bags.) LMN. *11 F/65*
Two bring out soy nut snack. *18 F/68*
Scott testing entry in baby towelett market. V. Adams. *25 F/164*
Today's woman explodes yesterday's ad dream world. T. Santi. (Colgate's pr exec tells how her company recognizes the new woman in its creative approach and media mix.) *18 Mr/49*
Lever moving out Aim at risk of Close-up loss as share fight heightens. N. Giges. *25 Mr/1*
Colgate-Palmolive testing United Biscuit's McVitie's cookies in Florida. Adbeat. *20 My/103*
New ads promote Ajax cleanser as good for drains. *27 My/63*
Colgate shifts distributing & marketing of Cervantes line to Helena Rubinstein. LMN. *27 My/63*
C-P's Peak, alive and well, expands into central U.S. *10 Je/1*
Colgate-Palmolive tests Dermassage dishwashing liquid. Adbeat. *8 Jl/60*
Colgate-Palmolive tests new Burst line. LMN. *8 Jl/61*
Colgate-Palmolive buys Ram Golf Corp. FTR. *15 Jl/8*
Close shave, but Stirling Getchell charms Colgate with 'small bubble lather.' T. Adams. *22 Jl/51*
C-P considering mass market of Mercine denture cleanser. LMN. *5 Ag/43*
C-P Rack-Sack moving national. *5 Ag/45*
Status of Crystal Clear isn't; Colgate ponders ad moves. *12 Ag/58*
Top 100 advertisers 1973 marketing report. *26 Ag/99*
Australian unit blames ads for detergent prices. L. Blanket. *2 S/6*
Colgate-Palmolive promoting Axion pre-soak with free Frisbee. Adbeat. *2 S/44*
C-P readies track meets, Bancroft buy. *28 O/21*
ABC eyes female audiences as strong market for sports fare. J. Forkan. *11 N/3*
C-P hits snag with McVitie's entry into S.F. *11 N/8*
C-P promotes youth groups via proof of purchase send-ins. Adbeat. *11 N/67*
C-P rewards K&E via more product lines. *18 N/8*
McVities cake business goes to Masius, Wynne-Williams & D'Arcy-Macmanus, from Y&R. LMN. *18 N/217*
A conservation with David Foster. R. Crain. (Part 1 of 2 parts.) *25 N/27*
Bancroft now C-P unit. *2 D/32*
Inside Colgate marketing policy: How it looks from the top. R. Crain. (Last of 2 parts.) *2 D/36*
Colgate testing ASF anti-stain toothpaste. LMN. *9 D/1*

COLLECTORS MARKET
USPS plans $5,000,000 ad drive for philatelists. *17 Je/2*
Private U.S. Bicentennial Society licensing historical reproductions. J. O'Connor. *25 F/2*

COLLINS & AIKMAN CORP.
Collins & Aikman moves to Gaynor & Ducas. FTR. *18 F/8*

COLOMBIAN FEDERATION OF COFFEE GROWERS
Salada & Colombian Coffee Federation locked in lawsuit. LMN. 28 Ja/61
Salada pulls ad objectionable to Colombian group; detente sought. *4 F/1*
Salada settles ad suit with Colombian growers. *4 Mr/1*
Salada agency reportedly will share suit settlement. *11 Mr/50*
Juan Valdez resumes coffee commerical. Adbeat. *30 S/87*

COLOR
What will '75 fashion colors be? Same as '74 — Shortage limits dyes. L. Baltera. *7 Ja/3*
Belvedere cigaret's 'Beautiful Blue' ads begin in Canada. *25 F/148*
Try these four roads to success with color — today's package cosmetic. R. Dickens. *29 Ap/31*

COLOR ASSN. OF THE UNITED STATES
What will '75 fashion colors be? Same as '74 — Shortage limits dyes. L. Baltera. *7 Ja/3*

COLUMBIA BROADCASTING SYSTEM
Taylor of CBS rails at U.S. broadcast policies. *11 F/2*
CBS posts increase in revenues. FTR. *18 F/67*
CBS Inc. — new corporate name — planned. FTR. *25 Mr/8*
Threat of ad loss made by Colson, Stanton charges. *6 My/6*
Paley asks end of fairness rule. LMN. *3 Je/61*
Schneider of CBS fears 'sweeping' revamp of tv. *17 Je/120.* See also *10 Je/63,* LMN.
CBS chief raps Mobil complaint. *15 Jl/85*
Group tells FCC: Put ad education into kid tv shows. J. Revett. *29 Jl/2*
Top 100 national advertisers 1973 marketing report. *26 Ag/89*
CBS' Taylor sees savings as key to curbing inflation. *23 S/115*
The 3 major networks asking Justice Dept's anti-trust suit be dropped. LMN. *30 S/91*
JWT media payment plan based on Stokely case. *7 O/6*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*
Women's magazines moving beyond kitchen. (Also, execs from NBC, ABC and CBS speak at AWRT meeting.) *4 N/30*

Court dismisses JD suits against networks. *25 N/56*
JD Network suit revival doesn't cheer producers. C. Wingis. *16 D/2*

—COLUMBIA HOUSE
Altman, Vos gets Columbia House Needle Arts Society account. LMN. *1 Ap/55*

—CBS PUBLICATIONS
Suhler will head CBS' consumer publications. LMN. *4 Mr/53*
CBS Publishing eye is on more acquisitions. B. Donath. *8 Ap/26*
CBS unit shelves UNICEF project. (Also, CBS cites progress of 'Cycle World' and 'Field and Stream.') *19 Ag/56*
CBS' Popular Library unit reorganizes. *30 S/96*
CBS Publications picks International Circulation. *4 N/89*

—COLUMBIA RECORDS GROUP
'Creem' adds outlets. *22 Ap/62*
Columbia Magnetics division tests hard-sell ad approach. Adbeat. *9 D/68*

—CBS RADIO
With radio drama success, Brown chides former critics. *13 My/26*
NBC, Mutual radio nets revise non-affiliate fare. J. Forkan. *11 N/20*

—CBS SPORTS
McPhail retires as sports vp from CBS. LMN. *13 My/93*
Nets set sport buys; ABC wins Derby. J. Forkan. *17 Je/6*
Networks say sportscasters are now settled in — finally. *23 S/114*
ABC wins out in net battle to sign Ms. King. *23 D/25*

—CBS-TV
CBS heavily sold into 2nd quarter; NBC hard at work on fall programs. H. Bernstein. *21 Ja/3*
Success sparks nets' plans for more fall kids' specials. *4 F/18*
Thanks to Xerox, CBS. Editorial. (AA lauds the Xerox-sponsored tv special. 'The Autobiography of Miss Jane Pittman.') *18 F/14*
Stars split CBS lineup; replacements abound. M. Christopher. *4 Mr/2*
War-delayed specials set. *25 Mr/21*
Networks in no hurry on fall prime time lineups. M. Christopher. *1 Ap/8*
CBS will not produce any more 'Daytime 90' specials. Adbeat. *1 Ap/51*
Fall ratings battle eyed as networks ready new offerings for kiddie tv. J. Forkan. *15 Ap/2*
NBC-TV in major prime time shuffle. M. Christopher. *22 Ap/1*
Nets pick 31 new tv entries; many will have ethnic flavor. M. Christopher. *29 Ap/2*
Fall network tv buying pace is slow; American Home places $18 million. M. Christopher. *6 My/1*
Sole liability battle flares up again via CBS, Metromedia. M. Christopher. *20 My/1*. See also *13 My/93*, LMN.
Reruns again dominate tv summer fare. J. Forkan. *20 My/10*
CBS to test demand for regional buys. *20 My/107*
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
CBS signs "Dinah's Place" as afternoon series this fall. LMN. *27 My/63*. Correction: *3 Je/8*, FTR.
Prices to go higher for most returning tv shows; a few fall. M. Christopher. *15 Jl/2*
Ads pared for net coverage of regisnation; NBC cut all. M. Christopher. *12 Ag/1*
Networks plan variety of specials to introduce new television season. M. Christopher. *12 Ag/3*
CBS to slot NBC reruns in late hours. *2 S/41*
ABC 'Close-up' on workings of tv doesn't get close to major issues. M. Christopher. *9 S/4*
NBC boss raps sponsor pullouts from 'Innocent'. M. Christopher. *16 S/1*
Tv specials attract fresh sponsors. J. Forkan. *16 S/3*
More sponsor pullouts; four drop 'Sex Symbol.' M. Christopher. *23 S/2*
Nets mulling remedies for ailing new fall programs. M. Christopher. *30 S/2*
ABC, CBS battle for lead in Saturday kiddie shows. *30 S/91*
ABC Friday lineup revamp expected as ratings flounder. M. Christopher. *7 O/2*
Nets scramble to replace dying prime time fare, M. Christopher. *14 O/2*
Nets picking combatants for January ratings trials. M. Christopher. *21 O/99*
CBS leads in daytime Nielsens. LMN. *21 O/99*
Ed Sullivan dies; tv king for 25 years. *21 O/102*
CBS' Rhoda, Maude block ABC's NFL Monday rush. J. Forkan. *28 O/1*
Pierce gets job of taking ABC out of ratings hole. M. Christopher. *28 O/72*
Tv audience growth: It's in fringes, says NBC. J. Forkan. *4 N/3*
Freshmen shows star in Nielsen demographics. M. Christopher. *4 N/4*
'Poseidon' gives ABC-TV best week of new season. M. Christopher. *4 N/93*
ABC eyes female audiences as strong market for sports fare. J. Forkan. *11 N/3*
TV rating hypos can be a plus, some buyers say. M. Christopher. *11 N/73*
CBS-TV readies promotion for Tony Orlando program. LMN. *11 N/73*
'Jeffersons' may carry top price tag. *18 N/2*
Net execs see comedy, half-hour format on rise. *18 N/3*
'Godfather' jolts Nielsens: NBC ratings climb. J. Forkan. *25 N/2*
CBS-TV covers Women's Tennis Assn. Adbeat. *2 D/64*
New Cher series sparks more mid-season shifts. J. Forkan. *2 D/74*
Spinoff rating successes seen perpetuating trend. J. Forkan. *9 D/2*
Ad rates for children's tv programs may rise as time limits are cut back. M. Christopher. *23 D/3*

'COLUMBIA JOURNALISM REVIEW'
Columbia's 'J. Review' set for ads. *12 Ag/27*. See also *5 Ag/43*, LMN.

COLUMBIA PICTURES INDUSTRIES
Columbia & Tandem end talks. FTR. *22 Ap/8*
Trans-World sold to Computer Television. *3 Je/64*
Columbia Pictures Industries plans 1975 motion pictures based on paperbacks. Adbeat. *16 D/72*

COMBE INC.
Men's hair color ads climb as sales rocket. *15 Jl/12*
Combe Inc. testing aerosol spray Lanacane. LMN. *26 Ag/209*
Combe Inc. introduces foot deodorizers. LMN. *14 O/109*

COMBINED COMMUNICATIONS CORP.
CCC bookings up. *7 Ja/53*
Combined installs new low-energy outdoor advertising system. Adbeat. *6 My/78*
Pacific & Southern B'casting voted merger with Combined Communications. FTR. *2 S/8*

COMICS & COMIC BOOK CHARACTERS
Comics give quality image: Flavor Valley. *1 Jl/30*
'Puck' touts readership study; says most kids, adults pore over comics. *8 Jl/62*
Publishers of children's magazines cautious about possible ad windfall. B. Donath. *15 Jl/3*
Comic strips appear in nearly all daily & week-end newspapers. Adbeat. *25 N/56*

COMERCE DEPARTMENT
See U.S. DEPARTMENT OF COMMERCE

COMMERCIAL CIRCULAR CO.
Renamed Howmark Publishing Corp., NYC. *20 My/12*

COMMUNICATION
Are admen destroying the language? T. Rowan. *22 Ap/62*
1984: The coming era of electronic communications. B. Colarossi. *3 Je/44*
Little words have big drawing power in direct mail and print advertising. M. Ross. *8 Jl/40*
Markets are customer problems, not geography or demographics. T. Dillon (Mr. Dillon speaks on the theory that advertising must communicate a product or service.) *2 S/29*
AT&T facing twin threats in anti-trust suits. *25 N/1*
MCI ready to battle Bell Long Lines for share of business phone market. *2 D/6*

COMMUNISPOND INC.
Communispond, JWT branch, opens in D.C. *30 S/92*

COMMUTER CLOCKS ADVERTISING
N.Y. subway riders clock watchers, ad survey shows. *24 Je/54*
COMPANIES — FAILURES
Compusamp suspends operations. *4 F/49*
COMPANIES — NEW
Adventure Sound Productions, NYC. (Broadcast commercial music production house.) *29 Jl/6*
Allison & Associates, Atlanta. (Management consultancy.) *22 Ap/28*
Automated Broadcast Services Inc., NYC. (Computerized traffic-billing and talent payment service for ad agencies.) *18 Mr/68*
Barasch, Kenneth L. & Associates, Villa Park, Calif. (Marketing research & planning.) *9 S/26*
Norbert G. Berberich & Associates, San Francisco. (Marketing and communications service.) *10 Je/52*
Billion Dollar Brain, Westport, Conn. (Creative service.) *13 My/24*
Camp Inc., Louisville, Ky. (College campus marketing company.) *21 Ja/30*
Canter & Achenbaum Inc., NYC. (Provides marketing counsel & presents seminars.) *11 F/55*
Clarion Corp. of America. (Marketer of car stereo radios.) FTR. *3 Je/8*
Cole, Victor L., Hawthorne, Cal. (Marketing consulting and research firm.) *8 Jl/24*
Dean Cowart Representatives, Dallas. (Radio-television reps.) *21 O/48*
Frances Dickinson creative studio, Branford, Conn. *20 My/82*
D&Z Productions, NYC. (Specializes in producing Spanish language commercials.) *6 My/78*
Friedman, Martin J., Miami Beach, Fla. (Marketing consultantcy firm.) *23 S/6*
GBS, NYC. (Creative problem-solving shop.) *7 O/89*
The Gallery, East Hartford, Conn. (Audio-visual service.) *11 Mr/48*
Gaynor Media Corp., NYC. (Broadcast media buying.) *4 F/49*
Grossman, Gordon W. Inc., Chappaqua, NY. (Direct marketing consultancy.) *23 S/104*
Hardy, Bruce, & Associates, Berea, O. (Marketing & media services co.) *25 Mr/8*
Steve Horn Inc. *1 Jl/55*
Institute of Outdoor Advertising. NYC. *26 Ag/22*
Kapular & Assoc., Chicago. (Marketing research.) *18 N/223*
The Keller Concern, Oak Brook, Illinois. (Provides consulting, advertising pr and editorial services.) *26 Ag/8*
Kemag Inc., NYC. (Sales of insert ad pages to magazines.) *30 S/91*
K. W. & Jones, Los Angeles. (Tv commercial production company.) *11 N/60*
LAC Associates, Chicago. (Ad sales and pr for 'Zoo World' and 'TV Week'.) *16 D/30*
List House, Weston, Conn. (Mailing list management agency.) *8 Jl/10*
M³ Productions, Philadelphia, Penn. (Produces entertainment programing for tv and radio network syndication.) *4 N/45*
Jerry Magit Associates, NYC. (Publishers 'ad sales rep.) *21 O/96*
Merchants Advertising Service, Tenafly, N.J. (Solicits newspaper insert advertisers.) *9 S/44*
Paul Miller & Co., Dallas (Broadcast rep firm.) *13 My/55*
Movie Co., Atlanta. (Tv commercial production co.) *14 Ja/6*
Jonne Murphy & Co., White Plains, N.Y. (Broadcast consulting company.) *19 Ag/16*
National Research Institute, Dallas. (Radio research.) *19 Ag/38*
PK Graphic Design Studios, Milwaukee, Wisc. (Layout, design and production art service.) *7 O/12*
Powder River Sales & Marketing Co., Malibu, Cal. (Specializing in marketing & promotional programs for West coast clients.) *20 My/80*
Prendergast, J. W., & Associates, NYC. (Direct mail & marketing agency.) *7 Ja/54*
Prime Media Inc., NYC. (Invest in, acquire and manage companies in media, marketing and entertainment. *11 Mr/52*
Reich Verlag AG, Lucerne, Switzerland. (Publishing company.) *21 O/92*
Revell Productions, Venice, Cal. (Motion picture developer and producer.) *18 Mr/8*
Revolutionary Ideas, Philadelphia. (Creative service shop.) *9 S/40*
Rockwell Needlecraft, Cherry Hill, N.J. (Distribution of premiums in needlecraft form.) *12 Ag/45*
Rodman, George T. Inc., NYC. (Ad & promo consultants.) *8 Jl/6*
The Roney Company., Old Greenwich, Conn. (Media sales company.) *14 O/112*
Rosko Sales Co., Chicago. (Advertising Specialties firm.) *17 Je/114*
Ben M. Seiger, Mamaroneck, N.Y. (Marketing and sales consultants.) *10 Je/52*
Soell, Barbi, & Associates, Little Rock. (Media buying service.) *15 Ap/29*
Tactical Marketing, NYC. (Direct response shop.) *9 D/66*
Tanner Radio Network, Memphis. (Offers to stations buying advertising time in packages.) *9 S/85*
Telegroup Inc., Bala-Cynwyd, Pa. (To produce tv commercials, documentaries & training films.) *17 Je/12*
Van Demark, Vance, & Graphic Associates, Houston. *11 F/48*
Ximark Corp., Cazenovia, N.Y. (Help to cable tv system companies.) 21 O/104
Milo Ziegenhagen consultancy, Ridgefield, Conn. (Marketing consultant for industrial advertisers.) *29 Ap/10*
Zimmer Research Associates, Montville, N.J. (Specializing in pharmaceutical marketing.) *18 Mr/39*
COMPARATIVE ADVERTISING
Competitors hail NARB for Schick shaver ruling. *7 Ja/1*
Mazda ad change not due to M-B, agency exec says. *7 Ja/30*
Comparative ads valid — if. Editorial. (NARB's Schick ruling will not affect solidly-designed comparative ads, but should kill dumb and misleading ones.) *21 Ja/16*
NBC spells out new formal guides for comparative spots. M. Christopher. *28 Ja/1*
NBC opts for candor. Editorial. (NBC's release of guidelines for comparative ad copy should encourage formulation of industry standards by NAB & NARB.) *4 F/14*
Bristol-Myers claims FTC's ruling on Dry Ban ads 'verges upon libel.' *11 F/3*
Skil Corp. files suit over Rockwell Int'l tool ads. *11 F/66*
Dr. Tichenor's uses Negro markets as spring-board for metro franchises. B. Donath. *18 F/3*
Let's expose misleading ads before consumer protectors can. W. Tyler. *18 F/52*
Advertisers' name-calling could hurt, McMahan says. *18 F/72*
ABC comparative rules stress test procedures. M. Christopher. *18 Mr/1*
Is your multi-media campaign smorgasbord or balanced diet? B. Stone. *1 Ap/39*
Four A's sets new comparative ad guidelines. LMN. *8 Ap/1*
Nupercainal goes after Prep H in new tv push. B. Donath. *15 Ap/1*. Correction: *22 Ap/12*
Code board to field comparative ads. M. Christopher. *15 Ap/12*
Carte Blanche tells services in new drive. H. Bernstein. *15 Ap/64*. See also *8 Ap/8*, FTR.
St. Joseph's betters Bayer at own tests, tv spot claims. *27 My/1*
NARB votes to disclose ad substantiation. *10 Je/2*
Competitors ready moves to counter Earth Born ad bid. J. O'Connor. *17 Je/1*
NAD investigating Remington commercial comparing its shaver to Schick's shaver. LMN. *17 Je/123*
FTC proposals on price ads toughen sale requirements. *24 Je/12*
Block sues W-L for 'disparaging' denture cleaner ad. *1 Jl/59*
Alberto-Culver files suit over Gillette's Tame ad. *22 Jl/8*. See also *9 S/8*, FTR.
NARB rules Carte Blanche comparison ads misleading. *22 Jl/16*
Continental comparison ads don't faze 'loser' State Farm. *22 Jl/40*
Goodrich kills co-op funds for dealer ads. *5 Ag/8*
Care in comparisons urged; cosmetics market tacks hit. (AA Creative Workshop session.) *5 Ag/31*
Controversial Earth Born ad reported off tv. *16 S/1*
P&G's newest ad efforts indicate move to more competitive approach. N. Giges. *16 S/2*
Two Nabisco brands appear set to collide via ad themes. *16 S/2*
GE home entertainment division runs ads as invitation for comparison of quality. FTR. *30 S/8*
Review board sets guides on comparisons. (Wine and beer industry, children's adv. and off-track betting.) *7 O/8*
Alberto adds anti-trust to Gillette suit. J. O'Connor. *11 N/3*
True ads tout low tar, show 19 other brands. J. O'Connor. *18 N/223*

Avis ads aim at Hertz with a new No. 1 claim tactic. *9 D/66*
B-M's 'no zirconium' ad encounters own problem. *16 D/8*
COMPTON ADVERTISING, INC.
J&J shifts $2,000,000 Sine-Aid to Compton. LMN. *21 Ja/1*
Spanish National Tourist Office names Compton advertising. FTR. *6 My/8*
COMPUB INC.
'Marine Business' set to bow via ComPub. *7 Ja/16*
COMPUSAMP
Compusamp sets sampling unit. *28 Ja/34*
Compusamp suspends operations. LMN. *4 F/49*
Compusamp hoping to resume operations with distribution of Panel-Paks. LMN. *11 Mr/57*
Compusamp raises money through subscribers to Panel-Pak. LMN. *18 Mr/77*
Compusamp hopes replies with funds will get it going. *25 Mr/10*
Compusamp can't make shipping deadline. Adbeat. *22 Ap/77*
Compusamp seeks buyer; support ebbs. *3 Je/2*
Compusamp reorganizing as Thornton departs. LMN. *29 Jl/61*
Compusamp files for bankruptcy, and closes doors. LMN. *2 S/41*
COMPUTER TELEVISION INC.
Trans-World sold to Computer Television. *3 Je/64*
COMPUTERS
Computer: Time buyer friend or foe? *22 Ap/78*
Lang uses computers. *29 Ap/59*
Stuckey ads promote travel message service centers. *17 Je/71*
'U.S. News' computer composition shifts production back to the office. *8 Jl/63*
The computer comes to your aid in film editing for tv or promotion movies. R. Konikow. *22 Jl/52*
Secondary researcher finds humans outpace computer. *26 Ag/205*
Why computers and Dr. Strangelove can hurt us, or help us—but not replace us. W. Staab. *16 S/57*
Eastern will base long-range marketing plan on 'computer vacations.' W. Robinson. *23 S/77*
So what does it profit a man to gain a computer analysis and lose impact? A. Petcavage. *18 N/107*
'Newsday' buys computers from Atex Inc. Adbeat. *18 N/202*
James Talcott Inc. employs artists to paint artwork on computers. Adbeat. *2 D/64*
'Star-News' computer eases ad typesetting. *16 D/48*
CONAHAY & LYON INC.
Chamber appoints Conahay to handle anti-inflation ads. *15 Jl/92*
CONFECTIONERY
See CANDY & GUM
CONFERENCE BOARD
Cutback moves must fit buyer needs, group told. *10 Je/32*
Number of 'poor' Americans down in '74. Adbeat. *26 Ag/206*
FGrowth can hurt, marketers hear at Conference Board. *21 O/2*
Marketing must parallel company goals: Patton. *28 O/64*
CONGOLEUM INDUSTRIES, INC.
Congoleum launches new campaign. Adbeat. *14 O/116*
CONGRESS
See U.S. CONGRESS
CONNECTICUT
Conn. lawmakers drop unit pricing rule for media ads. *14 Ja/26*
CONNECTICUT GENERAL INSURANCE CORP.
Dental insurance backed by tv effort. *2 S/39*
CONSERVATION
See ENERGY CONSERVATION
ENVIRONMENTAL PROTECTION
CON-SID-ERATIONS
A word that's befurcated. (SRB defines 'bi-monthly'.) *7 Ja/12*
'Some deep, dark Freudian meaning.' (Long waits in doctors' offices analyzed.) *14 Ja/12*
Inquiring student raises some heat. (More on how to answer demanding letters from students.) *21 Ja/16*
Of disclaimers there is no end. (SRB comments on the use of disclaimers in advertising.) *28 Ja/14*
Even gloom index shows surprises. (Gallup poll indicates that the public outlook on the economy is gloomy.) *4 F/14*
Look who's selling what these days. (SRB complains about USPS's lack of regard for advertising by proposing rate increases while plugging advertising in its 'junk mail' campaign.) *11 F/16*
Some possible items of interest. (SRB makes some interesting observations on figures provided in the 'SM' 1974 Survey of Selling Costs.) *18 F/14*
More government, fewer liberties. (A Carl Rowan newspaper article moves SRB to protest counter-productive government regulation.) *25 F/16*
Goldwyn gag relates to admen. (SRB offers a funny story to point out that the only thing worse than ads that put one to sleep are ads that wake one up to tell him nothing.) *4 Mr/14*
Ingenuity helps solve ad problems. (SRB cites some ads from a San Diego newspaper to demonstrate the ingenuity of the ad/promotion man.) *11 Mr/14*
Travel report for adventurers. (SRB reports no problem finding gasoline on an auto trip to Calif.) *18 Mr/16*
Latest returns on 'help me' front. (More on student requests for information.) *25 Mr/16*
I'm eager to join Saxbe's army. (SRB stands behind Atty. Gen. Saxbe's move to get the people to feel an individual responsibility to promote law & order.) *1 Ap/20*
Advertising can't stop terrorism. (SRB disagrees with Ernest Dichter's theory that advertising can help stop terrorism.) *8 Ap/14*
Newsday change can be rapid. (Public opinion is very unstable nowadays, and marketing strategies should take that into account.) *15 Ap/14*
'Showmanship'? We need content. (SRB differs with a recent AA editorial about the NAB convention.) *22 Ap/16*
Maybe you'd like to know this ... (SRB comments on AA subscription renewals and revenues.) *29 Ap/14*
Trivia waste our substance. (SRB is confused and angered at the great to-do caused by the Calif. milk campaign and Mobil's refusal to substantiate crude oil claims.) *6 My/14*
Is 'charity' game suckering us all? (SRB advises ad people to check into charity operations before they get suckered into spending time and energies on organizations not worth their while.) *13 My/14*
Old John is still batting 'em down. (Businessmen should watch alcohol consumption, or succumb to 'John Barleycorn.') *20 My/16*
Admen's fame goes fleeting on. (SRB honors the 65 members of the Advertising Hall of Fame.) *27 My/14*
When it arrives, the mail is great. (SRB examines the mail he receives one Saturday morning.) *3 Je/14*
Two alcoholics cheer the column. (Comments on executive alcoholism.) *10 Je/10*
Charity comment creates a storm. (Thoughts on the volume of charity advertising mail SRB receives.) *17 Je/16*
Responsibility? Who's got any? (SRB comments on tv program shuffling and how it is controlled.) *24 Je/16*
The flag is still a pleasant sight. (SRB comments on the pride and symbolism behind the American flag.) *1 Jl/16*
The worm makes a surprising turn. (SRB comments on a Calif. legal suit filed by consumerists to legalize prescription drug advertising.) *8 Jl/14*
It's a strange, strange world. (SRB comments on misuse of activities labeled "non-commercial, when in fact they are 100% commercially enterprising.) *15 Jl/16*
An urgent plea for more yelling. (The public should take time to express attitudes and opinions to advertisers and business men.) *22 Jl/12*
Flippancy rules advertising now. (Advertising of today stresses fantasy in claims, so as not to be regulated by government or consumer groups.) *29 Jl/14*
Reflections on Creative Event 17. *5 Ag/14*
Sound and fury signifying nothing? (Comments revealing research should not be a substitute for human judgement.) *12 Ag/10*
Corn is not just for eating. (SRB comments on the creativity of the Let's Have Better Mottoes Assn.) *19 Ag/12*
GIGO coming back to haunt admen. (Magazine readership surveys are more reliable than radio/tv audience figures, owing to audited circulation figures.) *26 Ag/12*
What's greatest sales idea of all? (SRB comments on marketing campaigns that complement each respective product or merchandising idea.) *2 S/10*

Open letter to President Ford. (SRB suggests to President Ford that U.S. Savings Bonds be sold to the public as a measure to curb inflation.) *9 S/16*
Blue collars and marketing people. (Marketing and ad people should review the characteristics of markets they are aiming to reach.) *16 S/10*
We need more peace at home. (Violence on tv and in the movies should be curbed, before it becomes normal accepted behavior.) *23 S/16*
Just selling bonds isn't good enough. (Along with promoting savings bonds as inflation-fighters, the bonds should also rekindle a feeling of pride and confidence in our nation.) *30 S/16*
Quick retort makes the sale. (Marketers need not be ashamed that their prices are higher than competitors.) *7 O/17*
Women family heads increasing. *14 O/16*
Female overkill louses things up. (SRB comments on avoiding discrimination by changing women-held titles.) *21 O/16*
How the world does revolve! (Natural products and solid institutions need to advertise whimsically to emphasize their positions against man-made substitutes and creations.) *28 O/12*
Maybe confession will help a bit. (SRB doesn't know who to blame for the deplorable economy, nor does he have the solution to the problem) *4 N/16*
It's cruel and unusual for sure. (SRB feels non-automotive admen and execs are not justified to speak on what is wrong with automotive advertising.) *11 N/17*
Problems and dangers multiply. (Comments on employee gift-giving at holiday time.) *18 N/18*
Common sense and virtue triumph. (SRB gets holiday shopping finished early, thanks to 'New Yorker' magazine.) *25 N/12*
It can be made, but will it sell? (Automobiles made in the 50's got better gasoline mileage, but SRB wonders if Detroit could market such cars, and then have the public buy such models.) *2 D/16*
Good guys welcome Jock. (Jock Elliot, in a 4A's speech, suggests that admen shouldn't encourage students to study advertising.) *9 D/16*
Competition sometimes helps. (With inevitable price increases, the gap between national and private brand prices may cause consumers to abandon name brands, buying private label products.) *16 D/12*
Save, oh save those coupons. (Increase of coupon usage prominant in retail stores today.) *23 D/6*
More info on charities needed. (SRB feels all charity tax-exempt organizations must include information on who runs and endorses the organization.) *30 D/6*

CONSO PUBLISHING CO.
Sewing book set. *11 F/28*
Conso buys 'Pro Quaterback,' and company changes its name to 1,001 Communications. *6 My/62*
See also 1,001 COMMUNICATIONS

CONSOLIDATED CIGAR CORP.
Consolidated Cigar introducing disposable butane lighter. Adbeat. *29 Ap/72*
Waterman pen returns to U.S. after 11 years. *3 Je/3*
Consolidated Cigar introducing Captain de Tueros new cigar. LMN. *16 S/89*
New Triumph cigar assigned to DKG. LMN. *18 N/217*

CONSOLIDATED FOODS CORP.
1,001 seeking acquisitions. *3 Je/64*
Magit leaves top 'PQ' slot; parent 1,001 realigns setup. *2 S/8*
Uhlman quits 1,001 post; Rowe goes to publisher slot. *2 D/70*
Consolidated Foods subsidiary Shasta beverages tests Dr. X soft drinks. LMN. *30 D/25*

CONSTRUCTION EQUIPMENT
Ford loaders, excavators in first ad drive. *21 O/12*
French crane manufacturer hoists teaser ad campaign. *30 D/4*

CONSUMER ATTITUDES
Consumer research goes to work in energy shortage. J. Honomichl. *4 F/30*
Pupillometer measures consumer interest in ads. *11 Mr/53*
Super stores 'gas guzzlers' of food field, Nigut warns. *6 My/62*
Sweeping changes seen in brand ad research. P. Gerhold. *15 Jl/23*
Consumer confidence up, but not much, study says. *22 Jl/56*
Things to know about research and excess power of large groups. A. Politz. *4 N/59*
Consumer attitudes bared at '75 style previews. L. Baltera. *2 D/48*

CONSUMER ELECTRONICS SHOW
Line extensions, features dominate electronics show. *17 Je/108*

CONSUMER FEDERATION OF AMERICA
Thirteen get Consumer Federation 'Sting' awards. LMN. *10 Je/63*
Consumer Federation of America urges consumer support of Consumer Protection Agency through senators. FTR. *24 Je/8*

CONSUMER PRODUCT SAFETY COMMISSION
Moss, health group seek ban on 27 cigarets that contain over 21mg tar. *4 F/2*
CPSP issues safety warning for children's sleepware. LMN. *4 F/49*
Safety unit says media should police 'hazards.' (CPSC asks print media to show more cooperation in weeding out ads for potentially hazardous products.) *18 F/2*
Safety unit plans broadcast drive. *18 F/28*
Safety unit studies legality of banning high-tar cigarets. *22 Ap/74*
Safety chief to DMMA: Police ads or we'll act. *6 My/2*
CPSC lacks authority to brand high-in-tar cigarets unsafe. LMN. *20 My/107*
Court-ordered warning ads will be sought by safety unit. J. Revett. *5 Ag/2*
Pr vs. ad tacks is question in CPSC recall of 'trouble' light. S. Cohen. *12 Ag/2*. See also LMN p.1.
CPSC open-door policy sharp contrast to FTC. S. Cohen. *12 Ag/12*
CPSC gives extension to 'trouble' light pr try. *19 Ag/8*
Court asks nets cover 'trouble' light warning. *2 S/8*
CPSC seeks ad advice on recalls. LMN. *2 S/41*
CPSC calls 32 ad execs to hazardous product talks. LMN. *9 S/1*
Need a better plan. Editorial. (Consumer Product Safety Commission and other regulatory agencies need a neutral clearing house to decide on regulatory practices.) *16 S/10*
Judge rules pr enough for 'trouble' light recall. *9 S/6*
Advertising & media organizations represented at CPSC conference. LMN. *30 S/91*
Panel to review safety warnings studied by CPSC, industry execs. *7 O/3*
CPSC plans meeting on hazard alerts. *11 N/69*
Consumer Product Safety Commission petitioned to ban aerosol sprays damaging to ozone layer. FTR. *25 N/8*

CONSUMER PROTECTION
Quebec to strengthen consumer protection. *11 F/61*
Nader urges retailer push for better manufacturer ads. *25 F/146*
FTC's Rosch says agencies accountable for ad claims. *4 Mr/3*
Prices seen new target of British government. M. Kallenbach. *11 Mr/2*
FTC sets consumer priority, wants better ad data input. *15 Ap/3*
Industry concern mounting over FTC rule-making sessions on ads. S. Cohen. *15 Ap/4*
Establishment of a consumer protection agency, representing consumers in gov't-business affairs due for Senate vote. FTR. *17 Je/8*
Inflation may emerge as new ad theme. Editorial. (Market pressures could become overwhelming if advertisers become disenchanted with the government's competence in handling inflation.) *15 Jl/16*
CAB rebuffs complaint, but NAD ad view differs. S. Cohen. (American Airlines misleading ad cited as example of consumerist desire for intervention by regulatory agency.) *23 S/12*
House unit plans hearing to study FTC effectiveness. *4 N/1*
Rosch urges admen to follow proposed nutrition rules now. *11 N/1*
New Congress to be reform-minded; inflation, energy, social issues on tap. S. Cohen. *11 N/2*
Canada's consumer laws to overlap; study urged. *18 N/208*
See also CONSUMER PROTECTION AGENCY

CONSUMER PROTECTION AGENCY
New consumer agency bill nears passage; main role will be as advocate. *22 Ap/3*
Senate committee insists CPA won't be anti-business. *29 Ap/76*

Vote before Senate on establishment of a consumer protection agency. FTR. *17 Je/8*
Consumer Federation of America urges consumer support of Consumer Protection Agency through senators. FTR. *24 Je/8*
Future of consumer agency darkens as filibuster looms. *8 Jl/3*
Now is not the time for new consumer agency. Editorial. (Congress and the administration should vote down the unessential establishment of a Consumer Protection Agency.) *22 Jl/12*
CPA debater adds radio-tv to Senate bill. *29 Jl/1*
CPA not inflationary. Editorial. (In times of inflation the CPA's operation is worth the expense.) *5 Ag/14*
Ford facing first test on consumer agency bill. S. Cohen. *19 Ag/1*
Consumerist agency push will continue. *26 Ag/216*
Consumer unit vote set; Ford to see leaders. *16 S/89*
Consumerist bills lose in both Senate, House votes. *23 S/2*

CONSUMERS & CONSUMERISM

Kids' ad code moves ahead, backed by consumerists, industry people. S. Cohen. *28 Ja/1*
Consumerists favor NARB to head kid tv ad code action. S. Cohen. *4 F/3*
GMA fights new food bill consumerist amendments. *25 F/150*
Too much info in ads hurts consumer, advertiser: Wells. *4 Mr/57*
Consumers think high food prices Uncle Sam's fault. *11 Mr/62*
Canadian group seeks review of cereal, toy spots. *18 Mr/46*
Consumerists, get out: FACT. *25 Mr/120*
Nader group gearing up after Va. drug ad victory. *1 Ap/1*
Consumerist group raps NAD delays, secrecy. S. Cohen. *22 Ap/2*
Move faster on kids' ad code, activists warn. *22 Ap/8*
'Uncertain consumer' shifts marketing tenets: Mackey. *27 My/56*
Nutrition ad pressure grows; U.S. agencies ask disclosure; Companies testing consumer attitudes. J. Revett. *3 Je/1*
Freedom of choice is best consumer weapon: Murray. *3 Je/24*
Cutback moves must fit buyer needs, group told. *10 Je/32*
How industry lost the ball on children's tv ads. S. Cohen. (A synthesis of interviews with the key personalities involved in kid tv advertising; includes defining the issues, narrating the course of events, and summing up the lessons as the industry participants see them). *17 Je/3*
Promotion offers stimulate higher sales, MCEI learns. L. Haugh. 17 Je/85
European ombudsman set, direct mail congress hears. *24 Je/58*
Buyer Protection Plan: Biggest automobile innovation in years. C. Freeman. *8 Jl/39*
Housewares study lists public's view on responsiveness. *8 Jl/49*
Media join suit asking end to Cal. drug price ad ban. *8 Jl/58*. See also *1 Jl/8*, FTR.
List of consumer offices available. LMN. *8 Jl/61*
FTC holds secret consumerist meet. *29 Jl/1*
Admen can stress price to help curb inflation, Stein says. AA Roundup. *5 Ag/1*
Ad claims: How's that again? Beware of asterisk disclaimers. R. Gilbert. *5 Ag/28*
New nutrition ad offer short of FTC staff goal. *12 Ag/8*
FTC attacked for 'weakening' deceptive price ad guidelines. *19 Ag/1*
Number of 'poor' Americans down in '74. Adbeat. *26 Ag/206*
Word from White House: Slow down on spending. *9 S/1*
In efforts to trim costs, don't shun consumerists. S. Cohen. (Consumers' opinions important when reviewing auto & food industry.) *9 S/12*
More advertisers use price, value themes to counter inflation. AA Roundup. *16 S/1*
A&P testing two efforts for big consumer drive. (Also, Kukla, Fran & Ollie Kuklapolitan players being used in consumerism campaign for A&P.) *23 S/1*
Inflation changing consumer buying, Pillsbury reports. *23 S/2*
Consumerist bills lose in both Senate, House votes. *23 S/2*
FTC's Rosch asks voluntary fairness rule. *23 S/113*
Canada consumer chief hits ad role in economy. *30 S/8*
Brand-conscious customers want precise information on brand names. Adbeat. *7 O/94*
Business sees no ill effects from Ford anti-inflation plan. J. Revett. *21 O/1*
Survey reports consumer spending slow, and economic status at low level. FTR. *21 O/8*
FTC stress on anti-trust hampering staff's work. S. Cohen. *21 O/10*
Three consumer types emerging, ad group hears. *28 O/64*
People will pay more for value: JWT foreign execs. *28 O/74*
Coupon users spend more, study shows. *11 N/75*
Government must help build consumer trust, admen told. *18 N/220*
FTC in-house report: Ad, anti-trust work counterproductive. S. Cohen. *25 N/2*
Feeling the pinch? You aren't alone, study says. *2 D/30*
Consumer need, price-value to be market basics: Bauman. *25 N/43*
Supermarkets freeze prices; shoppers say see some relief. *9 D/3*
Auto aftermarket consumer efforts grow. L. Haugh. *16 D/10*

CONSUMERS POWER CO.

Michigan pressures utility to keep conservation ads. R. Gray. *28 O/67*
Consumers Power Co. advertises gas conservation measures. FTR. *4 N/8*

CONSUMERS UNION

NAB's tv code not enough for tots: Consumers Union. *23 S/112*

'CONTACT'

Many blacks lowering buying plans, 'Contact' survey says. *25 Mr/113*

CONTAINER CORP. OF AMERICA

Marketing ties seen in Mobil bid for Marcor. *24 Je/3*

CONTAINERS

See PACKAGING

CONTESTS

You, too, can find success by running an ad contest. M. Grayson. (The story behind the safety belt 'stupid' campaign). *6 My/51*
Breck begins contest for "1975 Breck Girl." Adbeat. *27 My/60*
'Woman's Day' promoting "Dream Kitchen Contest." Adbeat. *27 My/60*
'Business Week' sponsoring recipe contest. Adbeat. *17 Je/108*
Pharmacraft launches better America contest. *16 S/33*
Ad campaign gets S&L a new name: Freedom Federal. *4 N/4*
Sweeps bouncing back from past legal snags. L. Haugh. *4 N/26*

CONTIGNITRON CO.

Anti-smog unit makers see Cal. as just the beginning. C. Wingis. *12 Ag/22*

CONTINENTAL AIRLINES INC.

Continental begins flight campaign to Miami. FTR. *21 Ja/8*
Continental moving its tail for more riders, awareness. H. Bernstein. *28 Ja/2*
Continental's new ad campaign spurs stewardess debate. H. Bernstein. *4 F/2*
Continental picks Kelley. *4 F/54*
Airlines resolve dispute over Pipeline Express theme use. *13 My/28*. See also FTR p. 8.
'Move our tail' ads work: Continental. *10 Je/16*
Airline ad flap stirring little official response. *1 Jl/6*
Continental will continue to 'move its tail' in '75: Levine. *9 D/64*

CONTINENTAL BAKING CO.

See ITT-CONTINENTAL BAKING CO.

CONTINENTAL CAN CO.

Six shops vie for account. *29 Jl/58*

CONTINENTAL COMMUNICATIONS INC.

Continental Communications syndicates video-taped cable-tv sports package. LMN. *2 S/41*
New 'All Sports' aimed at lower 2,000 markets. *16 S/33*

CONTINENTAL INSURANCE CO.

Continental comparison ads don't faze 'loser' State Farm. *22 Jl/40*

CONTINENTAL OIL CO.

Crisis nudges Cold Power back to cold water. (Also covers stories in other energy-related areas). *14 Ja/4*
Conoco backs service. *11 Mr/57*
Continental Oil urging American Business & industry to cut energy consumption. Adbeat. *26 Ag/206*

CONTINENTAL TRAILWAYS, INC.

Trailways names Glenn, Bozell; folds in-house unit. *16 D/80*

CONTRACEPTIVES
Conceptrol U.K. ad effort uses outdoor for first time. *1 Ap/28*
Code board to field comparative ads. M. Christopher. *15 Ap/12*
Contraceptive group set for long battle to air ads. M. Christopher. *17 Je/2*
Conceptrol tests ads. *11 N/26*
CONVENIENCE FOODS
Stouffer promotes entrees as convenience foods. LMN. *7 Ja/53*
Pillsbury withdraws Busy Day from market. *4 F/8*
S&W Fine Foods tests canned chili sauce. Adbeat. *1 Ap/51*
RJR revamps Chun King to fight La Choy. *8 Jl/61*
Hormel tests Diablo taco kits. LMN. *15 Ap/59*
Green Giant testing frozen Bake-A-Dinner. LMN. *29 Ap/1*
Campbell adds dinner. *29 Ap/76*
TWA readies new entrees for June test. *6 My/8*
American Dairy Assoc. breaking summer promotion for quick meals using dairy products. Adbeat. *20 My/103*
Heublein tests Wine & Dine dinner line. LMN. *20 My/107*
Twinkie Suppers test. *10 Je/15*
Holloway drive readied. L. Edwards. *26 Ag/1*
Food prices won't slow, study says. *21 O/1*
General Mills testing Cooking for Two line. LMN. *21 O/1*
TWA's Ambassador Foods tests Mrs. Brady's Great Little Meals frozen convenience entree. FTR. *25 N/8*
Grocery Store Products Co. tests Mister Meatloaf packaged dinner. LMN. *25 N/53*
Gerber pulls Singles line from two markets. LMN. *2 D/1*
Hardee Farms International Canada working on thermal cooking of dehydrated vegetables. Adbeat. *23 D/23*
See also FOODS, FROZEN
CONVERSE RUBBER CO.
Converse terminates association with Humphrey Browning MacDougall. FTR. *12 Ag/8*
COOK, BLAINE
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Cook.) *18 N/199*
COOK, STANTON R.
Cook, Hunt promoted at Tribune Co. *15 Ap/8*
COOK, THOMAS, NORTH AMERICA INC.
Thomas Cook, Britain sets ad campaign budget. Adbeat. *28 Ja/57*
Marschalk gets Thomas Cook account. FTR. *4 F/8*
COOKIES
Nabisco tests Fancy This Cocoa Claires cookies, LMN. *18 F/67*
Quaker's Burry division introduces new cookies. *18 F/70*
Quaker Oats tests oatmeal cookie mix and muffin mix. LMN. *25 Mr/115*
Colgate-Palmolive testing United Biscuit's McVitie's cookies in Florida. Adbeat. *20 My/103*
Quaker retests mixes. *28 O/56*
C-P hits snag with McVitie's entry into S.F. *11 N/8*
McVities cake business goes to Masius, Wynne-Williams & D'Arcy-Macmanus, from Y&R. LMN. *18 N/217*
COOKING OIL
Crisco offers $2 refund in Atlanta test. *21 O/96*
COOKWARE
Metal Cookware has record year. Adbeat. *7 Ja/51*
West Bend begins advertising for coffeemakers & interior pan finish. Adbeat. *3 Je/57*
Teflon rival sees big gains. *21 O/72*
See also APPLIANCES
COOL-RAY INC.
Indy bike race set; Cool-Ray will be sponsor. *25 F/140*
COOPERATIVE ADVERTISING
Eastern Air Lines and Florida team up in co-op newspaper campaign. LMN. *14 Ja/61*
Minimum-performance co-op hurts small retailer ACB exec. *11 Mr/18*
Tv, newspaper bureaus wooing retailers' co-op. *29 Ap/80*
Goodrich kills co-op funds for dealer ads. *5 Ag/8*
Co-op hikes ad value for retailer, manufacturer. R. Wilcox. *30 S/27*
Retail media mix as it looks to an agency man. I. Barnett. *30 S/28*
How to make co-op more effective for retailers. J. Morganstein. *30 S/43*
Milton Bradley offering co-op newspaper adv. program. Adbeat. *7 O/94*
COORDINATED COMMUNICATIONS INC.
CCI shuffles management and renames agency Creamer, Colarossi, Basford. FTR. *1 Jl/8*
COORS, ADOLPH CO.
Coors shifts media buying in-house. FTR. *4 F/8*
COPLEY NEWSPAPERS
Copley mergers 2 and sells 13 papers. *17 Je/114*
COPYRIGHTING
Copyright infringement case leaves photocopying question unsettled. S. Diamond. *14 Ja/36*
Cable tv ruling says ads hike prices. *11 Mr/1*
CORCO CO.
Dairy unit testing program to boost home milk delivery. M. Maples. *11 N/69*
CORDURA CORP.
Cordura seeking buyer for W. R. Simmons. LMN. *29 Ap/1*
Stanton to purchase Simmons from Cordura; also JWT considers selling Axion. LMN. *13 My/1*
Execs say Simmons buy from Cordura near; doubts linger. J. Forkan. *20 My/2*
Frank Santon's initial plans to buy W. R. Simmons from Cordura Corp. altered. LMN. *27 My/63*
Market Research Corp. sold from Cordura Corp. to David B. Learner. FTR. *30 S/8*
CORPORATE ADVERTISING
ITT unveils $6,000,000 corporate ad drive for '74. *14 Ja/1*
Nets spurn Phillips tv spot; Amoco sets 'checkers' drive. *11 Mr/1*
Universal corporate campaign aimed at financial community. Adbeat. *25 Mr/103*
Eaton says being know is worthy ad objective. B. Donath. (Eaton buys exclusive sponsorship of the 'American Parade' series of bicentennal specials.) *22 Ap/42*
Group says energy 'image' ads not deductable. *13 My/3*
Middle management not keen about corporate ads: Cloke. *13 My/32*
Figures show more spent on image than product/service. (Includes breakdown of oil companies' expenditures on product/service vs. goodwill/institutional advertising.) *13 My/78*
Union Carbide ends 4-year hiatus from corporate advertising. Adbeat. *27 My/60*
Johns-Manville drive hails Insulation Center. L. Haugh. *3 Je/8*
Hart calls for IRS probe of oil company ad deductions. (Corporate advertising during peak of energy crisis.) *22 Jl/2*
GM corporate promotes 'the system.' *9 S/32*
Issue involving corporate consumer affairs officers placing more information into product ad copy surfaced in Washington. LMN. *16 S/89*
Petula Clark to sing out for Burlington this fall. *23 S/116*
Stress company, not product in ads, NFAA meeting told. *30 S/92*
Top ten corporate advertisers in magazines in 1973. Chart. *18 N/38*
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3.* See also *9 D/68,* Adbeat.
Corporations offering medical services must have doctors on boards. FTR. *2 D/8*
CORPORATE IDENTITY
New Kemper theme skewed toward independent agent. *25 F/164* See also *18 F/67,* LMN.
How to get corporate identity behind the Iron Curtain. W. Landor. *8 Ap/43*
Libby Libby Libby's new look look look. J. Gould. *29 Ap/32*
Product names emphasized in Penny design program. *27 My/53*
'Goodrich, not Goodyear' works at telling it straight. P. Ross. *7 O/63*
Williams new logo aimed at reflecting larger product line. M. Maples. *4 N/89*
Start talking tough language of troubled times in corporate ads. T. V. Byor. *11 N/42*
Continental will continue to 'move its tail' in '75: Levine. *9 D/64*
CORPORATE IMAGE
WU, pushing new look, to hike ads. *15 Ap/46*
Texas Int'l ads upgrading image get critic perusal. *1 Jl/60*
Magazine users ask better merchandising. (Panel sessions at Magazine Day review automotive, appliance, insurance clothing, home furnishings, cosmetics industries, and corporate image.) *23 S/53*

CORPORATE NAMES
Liggett Group is new corporate trademark of L&M. FTR. *25 Mr/8*
CBS Inc. — new corporate name — planned. FTR. *25 Mr/8*
CORPORATIONS
See BUSINESS & INDUSTRY
CORRECTIVE ADVERTISING
Hint FTC may order o-t-c corrective ads. *28 Ja/8*
FTC to order 'toughest yet' corrective ads. *25 F/163*
FTC corrective ad order stirs vitamin industry. J. Revett. *4 Mr/2*
FTC 'cure' is worse. Editorial. (AA disagrees with the FTC corrective ad ruling imposed upon Wasem's Inc., Seattle vitamin manufacturer.) *11 Mr/14*
Miles, vitamin group protest corrective ad. LMN. *25 Mr/1*
Morton Lite corrective ads avert recall. *22 Ap/8*
Keep 'open mind' on NARB, Etherington advises critics. *29 Ap/78*
Vitamin industry plants slow, FTC ad order action. *20 My/112*
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
Lone craft to run corrective ads for lenses. LMN. *24 Je/1*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
FDA may run corrective ads to doctors on drug claims. *22 Jl/38*
FTC affirms corrective ads in vitamin suit. *9 S/86*
FTC judge: Listerine must run corrective ads for 2 years. S. Cohen. *9 D/1*
Chevron ads misled, played on 'anxieties': FTC. *23 D/1*
CORRUPTION
Ex-NSMC execs indicted in stock fraud case. *4 F/45*
U.S. indicts Bush in Dell Advertising case. *25 F/168*
American Airlines' ex-exec sentenced. *11 Mr/4*
I'm eager to join Saxbe's army. S. Bernstein. (SRB stands behind Atty. Gen. Saxbe's move to get the people to feel an individual responsibility to promote law & order). *1 Ap/20*
Student ads set to break in Nebraska. *3 Je/24*
Raymond Rubicam enters Ad Hall of Fame — blasts tv 'crime' and commercialism. R. Rubicam. *1 Jl/38*
Dallas readies anti-crime ads. *23 D/24*
COSMAIR INC.
L'Oreal sets Preference shampoo item. L. Baltera. *1 Jl/2*
COSMETICS
Maybelline tests Fresh & Lovely cosmetics line. LMN. *14 Ja/61*
Revlon adds to Charlie line. FTR. *21 Ja/8*
Johnson & Johnson testing Care facial cleanser. LMN. *28 Ja/61*
New crayon shape creates a cosmetics booklet. L. Baltera. *25 F/140*
FDA seeks backup for 'allergy tested' cosmetics. LMN. *25 F/163*
Cosmetic advertising gets brickbats in Senate subcommittee's probe. *25 F/169*
Noxell earnings rise, cosmetics, Lestoil cited. *4 Mr/41*
Yardley's profit search straddles generation gap. L. Baltera. Marketing profile. *1 Ap/1*
Studio Girl using mail. *13 My/67*
Rubinstein shucks queen bee image. L. Baltera. *27 My/4*
Avon Lady is changing; new youth, black drive. L. Baltera. *3 Je/1*
Admen attack cosmetics industry; urge more top positions for women. L. Baltera. *10 Je/3*
Sex and sexuality, Editorial. (Revlon's highly successful selling approach stresses sex and sexuality, but there's more than one way to sell cosmetic & fragrances.) *17 Je/16*
Cosmetique assigns account to Chalk, Nissen, Hanft. LMN. *24 Je/69*
Max Factor offers variety of flavored lip gloss. Adbeat. *24 Je/72*
Care in comparisons urged; cosmetics market tacks hit. AA Creative Workshop session. *5 Ag/31*
Schick offers lower-priced 'Creamy' set. *12 Ag/6*
Maybelline sets launch of first complete makeup line. *12 Ag/8*
Noxell eye makeup push set: tv & print. *12 Ag/50*
Johnson sues Avon over use of Ultra Sheer. *19 Ag/8*
Rubinstein sets ads for new fall entries. *9 S/64*
W-L forming new unit for h&ba sales. *23 S/3*
Magazine users ask better merchandising. (Panel sessions at Magazine Day review automotive, appliance, insurance clothing, home furnishings, cosmetics industries, and corporate image.) *23 S/53*
Cristina Ferrare spokesperson for Max Factor. Adbeat. *30 S/87*
Clairol moves Happiness hair color to NC&K while going nat'l with new nail color line. LMN. *30 S/91*
Cutex adds new herbal scented polish remover. *7 O/75*
Mary Kay Cosmetics adds skin care products to line. Adbeat. *7 O/94*
Personal care items popular with collegians, survey finds. *21 O/66*
Branded lines of cosmetics at Ohrbach's. *2 D/62*
Rubinstein cleanser set. *16 D/74*
Scents, Face treatments record biggest industry sales gains: Maxwell. M. Synon. *23 D/4*
U.S. actions on 2 products cripple C.E.B. *30 D/12*
'COSMOPOLITAN'
'Cosmopolitan' uses male nudes centerfold. FTR. *21 Ja/8*
Feb.'s nudies boost 'Cosmo' sales by 36%. B. Donath. *28 Ja/6*
Cosmopolitan to raise subscription prices. LMN. *20 My/107*
COST-OF-LIVING
See ECONOMY
COST OF LIVING COUNCIL
P.O. hike reprieve, decontrol brighten outlook for media. *25 Mr/2*
Advertising agencies exempt from wage and price controls. *25 Mr/116*
COTY INC.
Pfizer '73 sales up, but consumer units grew least. *22 Ap/40*
Coty introduces Sweet Earth "Suds" nationally. LMN. *2 S/41*
COUNCIL APPROVED LINE
B-M moves into test with 'Council' line. *4 N/1*
Bess Myerson is chairperson of Bristol-Myers' Council Approved Line. LMN. *18 N/217*
COUNCIL OF AMERICAN SURVEY RESEARCH ORGANIZATIONS
Research companies plan new association; want federal projects. J. Honomichl. *9 D/3*
COUNCIL OF BETTER BUSINESS BUREAUS
Robert F. Gertenbach named director of CBBB, New York. FTR. *14 Ja/8*
Etherington: Better kids' tv ad monitoring system needed. N. Giges. *18 Mr/78*
NARB may seek funds to police children's ads. S. Cohen. *29 Ap/75*
Impasse seen on children's ad code; FCC, FTC may act. *27 My/1*
Ad standards revised for automobile dealers. LMN. *5 Ag/43*
FTC attacked for 'weakening' deceptive price ad guidelines. *19 Ag/1*
FTC cop-out. Editorial. (FTC conceding to water down guidelines, and tailor laws to suit the appropriate situation.) *26 Ag/12*
CBBB develops standards for charitable solicitation practices. Adbeat. *21 O/95*
Ad complaints fell 15% in first half, CBBB report says. *11 N/76*
COUNCIL OF COMMUNICATION CLUBS
Kansas City ad, pr groups form council. *21 O/26*
COUNTER ADVERTISING
Fairness inquiry study asks end to cigaret counter ads. *7 Ja/3*
Rosenthal will ask broadcasters to present views countering oil company image ads. LMN. *11 Mr/57*
Tv execs see oil counter ads as primarily a print problem. *18 Mr/1*
Rosenthal group's counter ads hit energy company messages. *18 Mr/2*
Oil exec, critic agree on network accessibility lack, but little else. *13 My/12*
See FCC reversal of anti-smoking spot rule. *27 My/66*
FCC vetoes counter ads for most product spots. *1 Jl/1*
High Court rulings weaken advertisers' access demands. *1 Jl/3*
Media victories and media responsibilities. Editorial. (Media owners must recognize a responsibility to provide fairness and openness to those with differing views.) *8 Jl/14*
Counter ads belong in broadcast ruling: MAP. *19 Ag/3*
COUPONS
Record year in '73 for issue of cents-off coupons. Adbeat. *28 Ja/57*
Food men's cross-coupon use growing. *15 Ap/27*
Blairmail sets coupon insert program. Adbeat. *15 Ap/62*
Trade deal spending tops grocery product ad dollars, SMI told. L. Doherty & M. Block. *20 My/20*
Birthdays, sweeps used to woo consumers during era of 'hard sell.' E. Mahany. *27 My/50*

Coupon usage by national advertisers up in 1973. Adbeat. *27 My/60*
Postal Service limits use of coupons & reply cards in second class publications. FTR. *3 Je/8*
Cents-off runs into blocks; bonus pack, trial size quickens. E. Mahany. *8 Jl/38*
Coupons are tie-breakers in era of parity products. E. Mahany. *12 Ag/36*
Couponing on the rise; '74 investments seen topping half-billion mark. L. Haugh. *19 Ag/3*
Blair, Einson plan coupon blitz via cooperative inserts. *9 S/64*
King-Seeley sets lunch box sampling plan for next fall. *30 S/18*
'Family Circle' response offer is no barn-burner. *30 S/95*
Retailers share profits in new incentive plan. *N. Giges. 7 O/75*
Carrols coupons help Syracuse sell bus tokens. *14 O/67*
Treasure Tree coupon plan hopes to go national in '75. *21 O/48* See also *14 O/109,* LMN.
Boost your image promoting good causes. E. Mahany. *11 N/46*
Coupon users spend more, study shows. *11 N/75*
Grocery Manufacturers of America announce results of cents-off coupon handling study. LMN. *11 N/73*
Coupon study seen spurring handling cost adjustments. *25 N/2*
Soft drinks attack sugar hikes with couponing. *2 D/1*
Three major marketers raise payments on coupons to 5¢. *2 D/8*
The Sampler to pre-test promotional programs. *2 D/14*
Cents-off coupons and common sense. Editorial. (P&G leads the way to success or failure of coupon redemption, with a 5¢ redemption rate.) *9 D/16*
Creative gambits keep sales healthy; coupons, refund campaigns abound. E. Mahany. *9 D/52*
Several major marketers join in announcing coupon redemption payment to retailers. FTR. *16 D/8*
Save, oh save those coupons. S. Bernstein. (Increase of coupon usage in retail stores today.) *23 D/6*

COWLES COMMUNICATIONS INC.
Justic Dept. seeks breakup of newspaper-owned stations. S. Cohen. *7 Ja/1*
Cowles reports income & revenues up. FTR. *11 F/8*
Cowles up first quarter. *13 My/62*
'Venture' returning as travel magazine. FTR. *27 My/8*
'Venture,' two supplements to bow in fall. B. Donath. *3 Je/6*
Cowles gains in 1st half. *19 Ag/39*

COX BROADCASTING CORP.
Cox earnings up. *4 Mr/53*
Cox B'Casting buys University Communications. FTR. *24 Je/8*

CRACKER JACK DIVISION
See BORDEN INC.

CRAIN COMMUNICATIONS INC.
Donath joins AA in associate editor post. *7 Ja/8*
Persson, Doherty in new AA posts; Walsh joins 'BI'. *7 Ja/54*
Crains named to new posts at Crain Com. *14 Ja/3*
'Automotive News' carries record advertising, Feb. 4th issue. FTR. *4 F/8*
Crain plans Bicentennial conference. *18 Mr/2*
Cone, Weiss books ready from Crain. *18 Mr/80*
'Promotion' to merge into Ad Age pages. *6 My/6*
'Promotion' joins AA. Editorial. (A statement from the publishers of 'Ad Age' as 'Promotion' ceases publication and joins AA.) *13 My/14*
Nader praises Ad Age, 'WSJ' and 'Auto News.' *24 Je/71*
High Intensity courses slated for Aug. 25-30. *15 Jl/86*
Lineup of experts set for Crain Ed series of High Intensity courses. *19 Ag/48*
Stone's work on direct mail published by Crain Books. *30 S/87*
Hayes joins AA staff. *7 O/87*
AA names Ponder rep. *7 O/87*
Franklin joins Crain as finance director. *21 O/86*
Financial report system for agencies set by Crain. *2 D/10*
Crain's Idea Workshop set for 7th run in March. *16 D/74*
'BI' communications awards set. *30 D/31*
Greer, Wilson headline 7th Idea Workshop. *30 D/33*

CRAIN, G. D., JR.
Industry leaders remember G. D. Crain's contributions. *14 Ja/8*
Paper woes to get worse. ABP informed. (ABP sessions also honor G. D. Crain.) *13 My/2*
Rowley gets Crain Award; ABP honors magazines. *25 F/161*

CRAIN, RANCE
Trains need image revamp, group hears. (Rance Crain addresses Erie Advertising Club.) *29 Ap/79*
A conservation with David Foster. R. Crain. (Part 1 of 2 parts.) *25 N/27*
Inside Colgate marketing policy: How it looks from the top. R. Crain. (Last of 2 parts.) *2 D/36*

CRAMER-KRASSELT CO.
Master Lock joins Cramer-Krasselt. LMN. *18 Mr/77*

CREATIVE DECORATIVE CO.
West Coast drive set for Aeromist aerosol appliance. *18 Mr/18.* See also *11 Mr/8,* FTR.

CREATIVE PLAYTHINGS
Creative Playthings execs moving company toward mass market. *11 F/3*

CREATIVE SERVICE
Epting raps outside serivces; says NSC building own talent. J. O'Connor. *6 My/1*
Creative services route still viable, execs say, despite Simon, McAn. J. O'Connor. *3 Je/3*

CREATIVE VILLAGE FABRIZAAR
GF rolls out new line of mail order fabrics, patterns. *8 Ap/50*

CREATIVITY
Advertising returns to first things first — sell the idea, then entertain. W. Tyler. *18 Mr/53*
Western group told: Restore creative steam. *27 My/64*
Creativity is great — but only if it sells, Hampel tells AAF. J. Graham. *10 Je/3*
Art-copy creative ad teams often overrated, XPO I hears. *17 Je/72*
Creative talent: Don't buy it, grow your own. A. Kroll. *24 Je/43*
Solving problem is ad's primary function: Dillon. *29 Jl/57*
Markets are customer problems, not geography or demographics. T. Dillon. *2 S/29*
RC's agency search shows lull in big shop creativity. W. Tyler. (Also Tyler picks top ten for August.) *9 S/49*
Can advertising's role in marketing success be isolated? A look at some case histories. H. McMahan. *16 S/58*
Lament of WRG's boss Mary: Higher prices mean dull ads. *7 O/56*

CREDIT CARDS
Interbank Card Assn. breaks "Master Charge" ad campaign. Adbeat. *18 Mr/73*
Credit card execs see little effect in gas station pullouts. *1 Ap/2*
BankAmericard plans 'More than Money' ads. (Dennis Weaver is spokesman.) *15 Ap/59*
Carte Blanche tells services in new drive. H. Bernstein. *15 Ap/64*
Few discounts for cash seen despite ruling. *22 Ap/2*
Bank of America opens travel club. *8 Jl/61*
NARB rules Carte Blanche comparison ads misleading. *22 Jl/16*
Dominick's chain to begin taking Master Charge. *22 Jl/73*
Empire II challenges N.Y. Master Charge. *14 O/72*
W. T. Grant accepts major credit cards. FTR. *11 N/8*
Norman Fell backs American Express on tv. Adbeat. *11 N/67*
Sheraton drop its own credit card. *2 D/25*
American Express members offered option on name rental. L. Haugh. *30 D/1*

'CREEM'
'Creem' adds outlets. *22 Ap/62*

CREMONA, VINCE (author)
Radio digs in to sell to retailers. *30 S/39*

CRESTWOOD ADVERTISING
China Trade Corp. and Crestwood Advertising form New China Television Corp. Adbeat. *7 Ja/51*

CRESWELL, MUNSELL, SCHUBERT & ZIRBEL
Creswell shop latest addition to Y&R group. *15 Ap/4*

CRICHTON, JOHN
Crichton says back to basics ad field need. *18 Mr/12*

CRIME
See CORRUPTION

CRITTENDON, ROBERT
'Routine' renaming stirs heated battle at AIA convention. T. Allen. *24 Je/2*
AIA chief has big plans; others are skeptical. *8 Jl/4*

CROSBIE, JOHN S. (author)
What's in store for Canada's magazines in next ten years. *18 N/174*

CROSMAN ARMS CO.
Crosman Arms celebrates 50th anniversary in sporting goods industry. Adbeat. *25 F/154*
CROSS-OWNERSHIP
See MEDIA—CROSS-OWNERSHIP
CROUTONS
Campbell testing Soup Toppers. LMN *27 My/63*
CRUNCH BARREL FOODS INC.
Frito tests Pringle-type stack chip, new unit for warehouse distribution. L. Edwards. *12 Ag/1*
CRUSH INTERNATIONAL INC.
Crush marketer sues Ocean Spray over trademarks. *12 Ag/54* See also *29 Jl/8,* FTR.
Cl, Ocean Spray reach agreement in trademark case. *9 S/90*
Crush to use substitute for sugar in drinks. *23 D/11*
CUDAHY CO.
Soy cuts bow from Cudahy, Swift & Co. *8 Ap/4.* See also *25 Mr/115,* LMN.
CULLIGAN, MATTHEW J.
Culligan plans network of life style books. *24 Je/73*
Matthew Culligan abandons plans to buy 'On the Sound'. LMN. *19 Ag/51*
CUMBERLAND PACKING CORP.
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
Cumberland Packing Co. offers Sweet 'n Low recipe booklet via newspapers. Adbeat. *23 D/23*
CUNNINGHAM & WALSH INC.
Kawasaki continues to shake 'em up. H. Bernstein. *7 Ja/1*
Ad Age picks C&W Agency of the Year in first annual award. B. Donath. *25 F/1*
Here's one with a lotta hair on it. (L&M cigaret promotion.) *1 Ap/6*
Consumerists seek Milk Board counter ads. LMN. *17 Je/1*
American Home Products' Boyle Midway assigns Woolite fabric softener to C&W. LMN. *16 S/89*
CURTIS, HELENE INDUSTRIES
Helene Curtis breaks new tv ads for Everynight shampoo. LMN. *28 Ja/61*
Helene Curtis builds comeback around youth line. M. Popa. Marketing profile. *13 My/1*
Helene Curtis sales, earnings up last year. *20 My/100*
Suave creme rinses going national. LMN. *15 Jl/85*
Curtis readies drive for Extra Body entry. LMN. *9 S/85*
Helene Curtis testing Nature's Way hairspray. FTR. *14 O/8*
CUSTOMER SERVICE
Ford service drive success laid to 'under-advertising.' *1 Ap/58*
Road maps and marketing. Editorial. (Oil companies cutting promo programs, ad campaigns and services only antagonize customers and further tear down what's left of tattered customer relations). *22 Ap/16*
Stuckey ads promote travel message service centers. *17 Je/71*
Buyer Protection Plan: Biggest automobile innovation in years. C. Freeman. *8 Jl/39*
CUTLERY
Gillette tries direct mail for testing its new cutlery items. *7 O/3*

D & Z PRODUCTIONS
D&Z formed to specialize in producing Spanish language commercials. Adbeat. *6 My/78*
DDF GROUP
D-F-S unit merges with Advico shop. R. Bechtos. *11 F/56* See also *4 F/49,* LMN.
D.I.R. BROADCASTING CO.
Pioneer hikes spending on fm rock music show. J. Forkan. *30 D/26*
DLK PUBLISHING ASSOC.
DLK buys 'M&E,' sets February bow. *9 D/70*
DKG INC.
Ovaltine business at DKG; tests Hot Coca mix. LMN. *18 F/67*
DAIRY RESEARCH INC.
Dairy unit testing program to boost home milk delivery. M. Maples. *11 N/69*
DAIRYLEA COOPERATIVE
Dairylea cottage cheese testing in metro N.Y. *21 O/96*
DALI, SALVADOR
Alka Seltzer ads feature Dali. LMN. *13 My/93*
DALMATIAN ENTERPRISES INC.
Dalmatian's 100 media buying service launched. *9 S/31*
DANA PERFUMES CORP.
Dana's Tabu violinist returns in promo. Adbeat. *8 Ap/61*
DANCER-FITZGERALD-SAMPLE INC.
Dancer-Fitzgerald-Sample study tabulates number of new products introduced in '73. Adbeat. *28 Ja/57*
D-F-S unit merges with Advico shop. R. Bechtos. *11 F/56*
Tinker retains grapefruit in stormy citrus board session. *22 Ap/1*
Dancer sets new retail marketing division. *13 My/80*
Dancer-Fitzgerald-Sample releases data on new products introductions. Adbeat. *29 Jl/46*
Winston goes to D-F-S; Esty giving Camel line. J. O'Connor. *26 Ag/1*
DFS reviews commercial performers according to past experience. Adbeat. *4 N/85*
Fla. Citrus consolidates at Dancer; Tinker out. *23 D/8*
DANDY, JIM CO.
Jim Dandy testing Puppy Love entry. *2 D/46*
DANGLER, HUGH
Dangler leaves 'RD' for new Vision marketing post. LMN. *22 Jl/1*
DANIEL & CHARLES ASSOC. LTD.
Mead Johnson assigns advertising for Enfamil to Daniel & Charles. FTR. *4 F/8*
DANIELS, DRAPER (author)
My times with Raymond Rubicam. *7 Ja/41*
DANIELS-HEAD & ASSOC.
Daniels-Head & Assoc. advertises insurance on cable tv. Adbeat. *4 N/85*
DANNY BOY OIL CO.
Danny boy Oil Co. buys Sunoco stations in Chicago. FTR. *26 Ag/8*
DANZIG, FRED
Shortage calls for ad shifts, AA's Danzig tells agencies. *4 F/46*
You can fight city hall . . . and win, says new book. (Review of Fred Danzig's book.) *11 N/26*
D'ARCY-MAC MANUS & MASIUS INC.
D'Arcy-MacManus & Masius, Inc., sets PRO. *10 Je/18*
General Motors part unit names D'Arcy. *17 Je/119*
K-C adds Burnett, Kelly; Burnett resigns ADA. *24 Je/2*
It's official: ADA names D'Arcy for milk account. *1 Jl/8*
Wilkinson Sword moves Scripto writing tools & butane lighter account to D'Arcy-MacManus & Masius. FTR. *8 Jl/8*
Masius' global teamwork wins Wilkinson/So. Aftica. L. Blanket. *9 S/40*
Tony Abrahams named chairman of Masius, Wynne-Williams. LMN. *11 N/73*
JWT, Masius expand recruitment advertising. *30 D/26*
DART INDUSTRIES INC.
West Bend begins advertising for coffeemakers & interior pan finish. Adbeat. *3 Je/57*
DATA TRANSMISSION SCIENCES
Data Transmission chooses RS&L and client fee arrangement. Adbeat. *22 Ap/77*
DAVIES PUBLISHING CO.
Davies buys 'Telefood.' *22 Jl/72*
DAVIS, F. E. (author)
Paper outlook for magazines is cloudy. *18 N/102*
DAVOL INC.
New disposable douches enter market in wake of Summer's Eve success. L. Haugh. *30 S/1*
DAWSON, JOHNS & BLACK/K&E
DJ&B to open in Chicago with K&E backing, support. M. Maples. *22 Jl/80.* See also *15 Jl/8,* FTR.
DAYLIGHT SAVINGS TIME
Daylight time is hurting circulation of outdoor. J. Forkan. *21 Ja/1*
FCC to reconsider radio power cut ruling. *11 F/69*
ARB report shows DST affected some areas of tv viewing. Adbeat. *22 Ap/77*
Outdoor users grumble about a.m. darkness. J. Forkan. *7 O/10*
F&K to light outdoor signs before dawn. *14 O/8*
D-CON CO., INC., THE
d-Con, Raid shift to safety tops for entire lines. *25 F/168*
DEBEERS CONSOLIDATED MINES LTD.
DeBeers sets big print ad effort. *18 F/28*

DeBeers Consolidated Mines aiming at male audience with diamond promotions. Adbeat. *9 S/88*
Teflon rival sees big gains. *21 O/72*
DECALS
Gum cards' brand spoofs shift to cloth. *6 My/35*
DECEPTIVE ADVERTISING
See ADVERTISING, MISLEADING
DEFENSE DEPARTMENT
See U.S. DEPARTMENT OF DEFENSE
DEGARMO INC.
DeGarmo, Tyson form new agency. *1 Jl/28*
DeGarmo Inc. acquires control of Spanish Advertising & Marketing Services. LMN. *9 S/85*
DeGarmo sets SAMS buy. *16 S/66*
DEGREASERS
See CLEANERS, CLEANSERS & MISC. POLISHES
DEKALB AGRESEARCH INC.
DeKalb goes in-house. *4 F/10*
DEL LABORATORIES, INC.
Del Labs expands Rev-Up; testing new ad approaches. (Peter Revson is spokesman.) *14 Ja/32*
DEL MONTE CORP.
Busy Bill Cosby's ads for Del Monte, GF okay with both. *28 O/30*
DeLAY ROBERT (author)
Retail direct mail is only tip of direct marketing iceberg. R. DeLay. *30 S/65*
DELCO-REMY DIVISION
Maintenance-free battery stars in Delco ad campaign. R. Gray. *2 S/38*
DELL AIRPORT ADVERTISING
U.S. indicts Bush in Dell Advertising case. *25 F/168*
DELL PUBLISHING CO.
'Beauty' to bow. *4 F/45*
Dell cites unprofitability as 'Beauty' goes on the block. *25 Mr/112*
Publishers rush tape books, hope sales go like (deletion). *13 My/98*
DELLA FEMINA, TRAVISANO & PARTNERS
Della Femina adds seven partners, two new accounts. *24 Je/70*
DELTA AIR LINES
National's latest battle—free in-flight drink offer. *11 N/8*
'DE-MARKETING'
'De-marketing' unfolds from energy shortages. *25 F/169*
Oil 'de-marketing' gets mixed reviews at Houston meeting. D. Kaiser. *8 Ap/2*
No delight in de-marketing. Editorial. (AA dislikes the term 'de-marketing' because it is becoming part of a routine that seems to lead to higher prices for the consumer.) *8 Ap/14*
See also ENERGY CRISIS
DEMARTIN-MARONA & ASSOCIATES
Renamed DeMartin, Marona, Cranstoun, Downes Inc. *13 My/90*
DEMOGRAPHICS
ARB readies local brand study revival; tests data reliability. *20 My/12*
More homes use Crest, drink Maxwell House, ARB brand study shows. J. Forkan. *28 O/20*
DENIM COUNCIL
Despite price rise, denim still in demand. L. Baltera. *4 N/40*
DENMARK
Danish advertising put under government rule. *12 Ag/61*
DENTIFRICES
Lever moving out Aim at risk of Close-up loss as share fight heightens. N. Giges. *25 Mr/1*
Lever moving into major markets with Aim. Adbeat. *20 My/103*
C-P's Peak, alive and well, expands into central U.S. *10 Je/1*
Shampoos, deodorants big gainers as '73 sales climb 10%: Maxwell. M. Synon. (Also includes share of market data on dentifrices and mouthwashes.) *22 Jl/3*
Carter-Wallace shifts laid to market slippage. *26 Ag/4*
J&J introduces tablet tooth cleaner. FTR. *7 O/8*
P&G revamps Gleem, Camay ad approaches. *7 O/100*
More homes use Crest, drink Maxwell House, ARB brand study shows. J. Forkan. *28 O/20*
Colgate testing ASF anti-stain toothpaste. LMN. *9 D/1*
DENTSU ADVERTISING LTD.
Diverse Dentsu nudges aside JWT for global No. 1 status. *21 Ja/3*
Dentsu critic calls it 'public menace.' *21 Ja/69*
Dentsu and Max Factor team up in Japanese ad campaign. Adbeat. *25 Mr/103*
Dentsu Advertising handles Rev. Moon's U.S. campaign. Adbeat. *21 O/95*. See also *19 Ag/51*, LMN.
DENTURE ADHESIVES
Norcliff Labs distributing nationally Brace denture adhesive. LMN. *19 Ag/51*
DENTURE CLEANSERS
Denta Fresh rolls national. *15 Ap/8*
Block Drug withdraws suit against Warner-Lambert. LMN. *1 Jl/55*
Block sues W-L for 'disparaging' denture cleaner ad. *1 Jl/59*
C-P considering mass market of Mercine denture cleanser. LMN. *5 Ag/43*
DENVER CHEMICAL MFG. CO. INC.
Denver Chemical, once NSI orphan, hypos ad budget, plans new products. N. Giges. *7 O/1*
Carter will buy Denver Chem. from N. Simon. *16 D/20*
DEDORANTS & ANTIPERSPIRANTS
Bristol-Myers claims FTC's ruling on Dry Ban ads 'verges upon libel.' *11 F/3*
Personal care industry's growth is seen continuing. *11 F/58*
Carter in Omaha with Arrid Double X. LMN. *18 F/1*
Personal care items' global outlook good. *1 Ap/28*
FTC ponders appeal to Dry Ban order; may be too abstract to enforce. *29 Ap/2*
Contested B-M spots didn't sell product. *29 Ap/77*
New Body All sans talc out; trade muses ad postioning. *6 My/1*
Armour-Dial sets sweepstakes with deodorant life-time supply. Adbeat. *13 My/89*
J&J pushing deodorant in new effort on body powder. *20 My/3*
Ultra Ban aims at Sure in new spot. *20 My/104*
Noxell Corp. denies that Noxzema anti-perspirant marketed by their Canadian company, is being tested for US introduction. Adbeat. *17 Je/108*
Beecham Inc. tests Mistelle deodorant. LMN. *1 Jl/55*
Don Rickles breaks new Right-Guard spot. Adbeat. *15 J1/87*
Carter seeking to regain shares with Arrid's Double X. N. Giges. *22 Jl/1*
Shampoos, deodorants big gainers as '73 sales climb 10%: Maxwell. M. Synon. (Also includes share of market data on dentifrices and mouthwashes.) *22 Jl/3*
Carter-Wallace shifts laid to market slippage. *26 Ag/4*
S. C. Johnson tests US deodorant. LMN. *23 S/111*
Bristol-Myers testing new line of Ultra Ban, drops Results anti-perspirant. LMN. *30 S/91*
Jergens testing Gentle Touch powder deodorant. LMN. *30 S/91*
S. C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*
FDA antiperspirant unit report clouds future of Sure, others. J. O'Connor. *25 N/1*
B-M sets 'no zirconium' spots; Sure ads continue. LMN. *9 D/1*
B-M's 'no zirconium' ad encounters own problem. *16 D/6*
Zirconium warfare. Editorial. (Bristol-Myers is wrong to attack competitors with a rush of reassurance to the public their product contains no zirconium, when the FDA considers zirconium only an ingredient under suspicion.) *16 D/12*
P&G rolls out data for FDA probe into antiperspirant risks. *23 D/2*
B-M says 'no zirconium' ad needed to counter confusion. *23 D/4*
Fred Lemont of Carter Products assures the safety of zirconium in Arrid. LMN. *30 D/25*
DEPILATORIES
Scholl Inc. tests leg hair remover spray. LMN. *15 Jl/85*
DESSERTS & DESSERT INGREDIENTS
Pillsbury turnaround: Bundt rises at P&G expense. L. Edwards. Marketing profile. *21 Ja/1*
Mrs. Smith's pies to get tv. *21 Ja/10*
Libby adds new flavors to Fruit Float dessert. *25 F/146*
Sanna tests puddings. *25 F/150*
GF testing economy-size packages. *11 Mr/3*
Gerber woos adults with Singles line of heat-eat items. V. Adams. *1 Ap/1*
Carnation tests Pastry Shoppe spreads. LMN. *22 Ap/81*
Poppin' Fresh pops us as new mix brand. *6 My/8*
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*

Dole and Reddi-Wip team up in dessert campaign effort. Adbeat. *10 Je/66*
'Joys of Jell-O' gets tv, print push. *19 Ag/23*
Sara Lee readies tv, print efforts for two new lines. *19 Ag/49*
GF testing quicker-gelling Jello-O. *2 S/1*
Pillsbury moves national with Frost 'n Swirl. LMN. *16 S/1*
Nestle rolls out Flair. *16 S/24*
Borden tests new dessert as alternative to Eagle milk. *7 O/6*
Twice-as-Nice moves national; papers back. *7 O/76*
Kentucky Fried Chicken rolls out Little Buckets dessert. LMN. *25 N/53*
Triple Pack Jell-O pudding in test. LMN. *2 D/69*
See also CAKES & CAKE MIXES

DETERGENTS
P&G's Era liquid expands, sets off promotion battles. L. Edwards. *14 Ja/1*
Crisis nudges Cold Power back to cold water. (Also covers stories in other energy-related areas.) *14 Ja/4*
Activity in liquid detergents seen as image-recouping route. N. Giges. *28 Ja/3*
FTC wants disclosure of detergent ingredients. *18 F/8*
Cost factor should key FTC actions on ad cases: Thompson. S. Cohen. *1 Ap/3*
P&G now singing virtues of Tide. *22 Ap/30*
Test markets expanded for Era. LMN. *13 My/93*
Soap, detergent sales increased 3.8% in '73; liquids gain: Maxwell. M. Synon. (Includes soap and detergent market shares.) *17 Je/2*
Colgate-Palmolive tests Dermassage dishwashing liquid. Adbeat. *8 Jl/60*
Colgate-Palmolive tests Workclothes Burst. LMN. *8 Jl/61*
Henkel and Clorox join in marketing products in U.S. FTR. *29 Jl/8*
Status of Crystal Clear isn't; Colgate ponders ad moves. *12 Ag/58*
Australian unit blames ads for detergent prices. L. Blanket. *2 S/6*
P&G rolls Era to N.Y. amid massive sampling. L. Edwards. *7 O/2*
No-ad detergent will try price ploy. N. Giges. *14 O/1*
Procter & Gamble expands Dawn dishwashing liquid. Adbeat. *21 O/95*
Miracle White adds sweeps to year-end effort. *28 O/76*
A conversation with David Foster. R. Crain. (First of 2 parts.) *25 N/27*
Inside Colgate marketing policy: How it looks from the top. R. Crain. (Last of 2 parts.) *2 D/36*
See also LAUNDRY PRODUCTS

DETROIT AUTO WRITERS GROUP
Battle certain as foreign cars open in U.S.: Knudson. *3 Je/64*

DEUTSCH, DAVID (author)
Enter: The new and improved advertising director. *22 Ap/54*

DIAMOND INTERNATIONAL CORP.
Diamond Int'l breaks new ad campaign. Adbeat. *14 O/116*

DIAMOND, SIDNEY A. (author)
Copyright infringement case leaves photocopying question unsettled. *14 Ja/36*
Court halts commercial use of Howard Hughes' name. *4 Mr/38*
Judge finds Timme 'fake fur' ads false, but not unlawful. *8 Ap/48*
When do you need a release? It all began with a flour ad. (State privacy laws are explained citing cases of unauthroized uses of personal likenesses for commercial and advertising purposes). (#1 of 3-part series.) *6 My/52*
Courts try to be practical in deciding invasion of privacy. (#2 of 3-part series.) *3 Je/42*
Many violation of privacy cases claim use went beyond written release. S. Diamond. (Last of three part series.) *8 Jl/34*
Court invalidates perfume trademark for low sales. S. Diamond. *12 Ag/31*
What's happened since 'Uncola,' fake fur cases were appealed. *16 S/94*
FTC cracks down on 'slack filling'. *25 N/36*
Playboy wins again—court shops Brincat's use of HMH trademarks. *23 D/18*

DICHTER, ERNEST
Advertising can't stop terrorism. S Bernstein. (SRB disagrees with Ernest Dichter's theory that advertising can help stop terrorism.) *8 Ap/14*

DICKENS, ROBERT LEE (author)
Try these four roads to success with color—today's package cosmetic. *29 Ap/31*

DICKEY, DUVAL F.
Media may create their own credibility gap, Dickey warns. *4 F/4*
Oil's credibility gap. Editorial. (Oil cos. need the support of media, Congress and the public, but by arguing that they are in no way to blame for the energy crisis, they are creating a big credibility gap.) *11 F/16*

DICTAPHONE CORP.
Dictaphone drive urges trade-ins for Thought Tank. *21 O/44*

'DIECUTTING'
Publisher reports merged trade books exceed forecast. *4 N/90*

DIETZ, W. STEPHENS
Interpretation of market is function of brand manager. *25 Mr/20*

DIGIANNI, JOHN (author)
Shortages: What all brand managers should know. *29 Ap/54*

DILLER, BARRY
Diller moves from ABV-Tv to head Paramount Pictures. (Includes other top-echelon changes at major tv and movie companies.) *30 S/4*

DILLON, TON (author)
Markets are customer problems, not geography or demographics. (Mr. Dillon speaks on the theory that advertising must communicate a product or service.) *2 S/29*

DIMENSION 3
Renamed Stafford/Austin & Associates, Sherman Oaks, Cal. *28 Ja/32*

DINERS CLUB
Is your multi-media campaign smorgasbord or balanced diet? B. Stone *1 Ap/39*

DIOR, CHRISTIAN, PERFUMES CORP.
Hydra-Dior line to bow. *5 Ag/10*

DIRECT MAIL/MARKETING ASSN.
DM/MA guidelines cover practices for marketers by mail. *25 F/165*
Energy crisis do's and don'ts for retailers, manufacturers. B. Stone. *4 Mr/34*
DM/MA is drawing guidelines for good business practices, concerning rental & use of names. FTR. *11 Mr/8*
Safety chief to DMMA: Police ads or we'll act. *6 My/2*
European ombudsman set, direct mail congress hears. *24 Je/58*
Big companies moving into direct response, DMMA finds. *8 Jl/16*
Mailers urge privacy bills exempt lists. *15 Jl/81*
Direct marketing scene is viewed by DMMA chairman Lou Kislik. B. Stone. *5 Ag/25*
DMMA asks FTC reopen mail hearings. *30 S/8*
DMMA picks 3 winners of Gold Mailbox. *7 O/8*
Mailers are wary of government action on rates, deliveries. L. Haugh. *14 O/2*
Mailers ask clarification on IBM 'privacy' ad. *2 D/3*
Public should know use of mailing list info: IBM. *9 D/8*
IBM says privacy issue up to individual mailer. *16 D/83*
Congress passes bills on FTC, mail, outdoor. *23 D/2*
American Express members offered option on name rental. L. Haugh. *30 D/1*

DIRECT MARKETING
Canadians don't mind mailed ads. *28 Ja/20*
Cable tv and direct mail team up as profitable medium. Adbeat. *18 F/70*
Mail list users calm in face of Nixon's plan for privacy bill. *4 Mr/2*
Insurance sold by mail—villain or victim? J. Furth. *11 Mr/37*
Media men's verdict on '74 1st quarter: Upbeat. AA round up. *18 Mr/4*
Carriers obviate many woes for Mid-America ad mailers. *18 Mr/56*
FTC revamps ruling on trade practices. *25 Mr/111*
GF rolls out new line of mail order fabrics, patterns. *8 Ap/50*
Games some direct marketers play. *13 My/46*
Precision sets mailing. *13 My/67*
Studio Gril using mail. *13 My/67*
Body Shaper company sued for 'misleading' weight ad. *20 My/82*
See also *19 Ag/51*, LMN; and *26 Ag/215*.
Horchow sets mail test, opens new company. *3 Je/28*

Brookville Marketing Corp. promoting "Elvis" album through direct marketing. Adbeat. *17 Je/108*
Gov. Wallace direct mail effort builds war chest. *24 Je/18*
Court holds magazine is blameless for fireworks ads. *8 Jl/4*
Big companies moving into direct response, DMMA finds. *8 Jl/16*
Little words have big drawing power in direct mail and print advertising. M. Ross. *8 Jl/40*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
Mailers urge privacy bills exempt lists. *15 Jl/81*
Direct marketing scene is viewed by DMMA chairman Lou Kislik. B. Stone. *5 Ag/25*
How to sell your (mail) company. C. Stagg. *12 Ag/38*
Private mailers moving confidently; see postal rate hikes aiding growth. AA Roundup. *19 Ag/3*
How to create good direct mail and print advertising. B. Stone. (First of 2-part series.) *19 Ag/55*
How to create good direct mail and print advertising. B. Stone. (Last of 2 part series.) *2 S/30*
Direct mail found to play a substantial role in national advertising. Adbeat. *9 S/88*
Mail customers prefer wait to canceling: Study. *23 S/46*
Plaza Group using direct mail to sell mini-calculators. Adbeat. *23 S/107*
DMMA asks FTC reopen mail hearings. *30 S/8*
Retail advertising, restless giant, gets itself moving. S. Fogelson. *30 S/29*
Retail direct mail is only tip of direct marketing iceberg. R. DeLay. *30 S/65*
Stone's work on direct mail published by Crain Books. *30 S/87*
Gillette tries direct mail for testing its new cutlery items. *7 O/3*
Mailers are wary of government action on rates, deliveries. L. Haugh. *14 O/2*
Mailers ask clarification on IBM 'privacy' ad. *2 D/3*
Public should know use of mailing list info: IBM. *9 D/8*
It's time to slash costs these ways. B. Stone. *9 D/44*
IBM says privacy issue up to individual mailer. *16 D/83*
Congress passes bills on FTC, mail, outdoor. *23 D/2*
American Express members offered option on name rental. L. Haugh. *30 D/1*
Ways to pick direct mail merchandise. B. Stone. *30 D/18*

DIRECT MARKETING INSURANCE COUNCIL
Direct Marketing Insurance Company gives support to cease and desist order directed to Ernest Welde Insurance. Adbeat. *20 My/103*

DIRUSSO ORGANIZATION
Arstark ties with DiRusso in Rome. *18 Mr/8*

DISASTERS
N.Y. blast takes toll of many ad-related shops. T. Allen. *29 Ap/3* See also FTR p. 8. Correction: *6 My/78.*
Scattered, but together. Editorial. (When disaster strikes, like the N.Y. City building blast housing many promotion and production houses, the advertising community shows how close-knit and interdependent the industry really is.) *6 My/14*

DISCLAIMERS
Of disclaimers there is no end. S. Bernstein. (SRB comments on the use of disclaimers in advertising). *28 Ja/14*

DISCOUNTS
Some publishers mull dropping 2/10 discount. *15 Ap/3*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. *22 Jl/3*
Fairchild's end to 2% has yet to start trend. T. Allen. *22 Jl/78*
Papers set ad discount. *23 S/92*
Distiller cuts ads as papers cut discounts. *7 O/100*
See also MAGAZINE DISCOUNTS

DISCRIMINATION
D.C. real estate ad tacks hit. *8 Jl/61*
Hearing drops sex bias claim against JWT. *22 Jl/8*
Not for whites only. Editorial. (Artwork in real estate ads is one way to reflect racial composition of an area.) *29 Jl/14*

DISINFECTANTS
Drackett testing Renuzit Pine Spray. LMN. *6 My/81*
EPA urged to standardize pesticide leabeling cautions. *10 Je/60*
Listerol makes inroads, but Lysol still big gun. N. Giges. *17 Je/3*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
W-L revamps Listerine ads in battle to slow Scope gains. N. Giges. (Also new Lysterol campaign launched.) *2 S/1*
Chesebrough-Pond's introduces Overtime disinfectant. LMN. *14 O/109*
Airwick gets budget boost; ads start early. *21 O/80*
See also AIR FRESHENERS

DISNEY, WALT PRODUCTIONS
Disney's Walker lauded; tells new EPCOT plans. *8 Jl/46*

DISPOSABLE PRODUCTS
Bic lighter rolls out. *28 Ja/54*
P&G testing new extra strength absorbent daytime diapers. LMN. *4 Mr/53*
Scott's breaks new tv effort for Aquifilter. *11 Mr/2*
Ronson Corp. is moving into the disposable lighter market with entry, Ronii. FTR. *11 Mr/53*
P&G tests Always disposable hand/face towels. LMN. *8 Ap/1*
Olds' spring media include towelettes. (TWA contracts for towelette packages that carry Olds' ads.) *15 Ap/64*
Consolidated Cigar introducing Sir Lites-A-Lot disposable butane lighter. Adbeat. *29 Ap/72*
Bic enters Canada with butane lighter. *13 My/60*
Bic Pen supporting its disposable lighters with tv. Adbeat. *27 My/60*
Autos, trucks and other products change direction in shortage era. E. B. Weiss. *17 Je/101*
Dixie to break 'Livin' Dixie style' drive. *24 Je/2*
Gillette moves national with Cricket Keeper. LMN. *29 Jl/1*
Revamped Take-12 is readied for fall launch. *19 Ag/16*
New disposable douches enter market in wake of Summer's Eve success. L. Haugh. *30 S/1*
Gillette, Bic have firm hold on disposable lighter market. J. O'Connor. *30 D/2*

DIVERSIFICATION
Agencies move into television programing. H. Bernstein. *18 Mr/42.* Correction: *25 Mr/10.*
Gerber woos adults with Singles line of heat-eat items. V. Adams. *1 Ap/1*
Kellogg's bid for Tropicana adds juice to nutrition ads. *22 Ap/6*
NH&S Canada mulls more local ownership. *29 Ap/62* See also *22 Ap/81, LMN.*
TWA readies new entrees for June test. *6 My/8*
Leo Burnett agrees in principle to acquire Frame House Gallery Inc. FTR. *6 My/8*
L'eggs to test panties line. LMN. *6 My/81*
Buying trouble. Editorial. (Consumers skeptical of oil companies' profits invested in new energy sources.) *1 Jl/16*
S. C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*
Williams new logo aimed at reflecting larger product line. M. Maples. *4 N/89*

DIXIE CONSUMER PRODUCTS
See AMERICAN CAN CO.

DIXON, PAUL R.
FTC sets third term hearing for FTC Commissioner Paul Dixon. FTR. *16 S/8*
Dixon confirmed as FTC member. FTR. *30 S/8*

DO-IT-YOURSELF
Home furnishings men hike consumer budgets; fuel bind instrumental. V. Adams. *14 Ja/3*
U. S. Plywood picks net tv for paneling identity effort. *19 Ag/16*
Tv big factor in Armstrong do-it-yourself fall promotion. *2 S/14.* See also *26 Ag/8,* FTR.
Masonite Corp. using tv to support Forester prefinished hardboard paneling. LMN. *2 S/41*
Ad decries Du Pont hikes. *30 S/24*

DOANE AGRICULTURAL SERVICE
Meredith magazine backs Doane study. *11 F/51*

DOCTORS
Some deep, dark Freudian meaning. S. Bernstein. (Long waits in doctors' offices analyzed.) *14 Ja/12*
Bill prohibiting 'gifts' to physicians overshadows larger health issues. S. Cohen. *13 My/4*

DOLE, DAVID
Broadcast pioneer Dole to exit Burnett Jan. 31. *14 Ja/28*

DOMINICK'S FINER FOODS
Dominick's chain to begin taking Master Charge. *22 Jl/73*
Dominick's testing drug store affiliation. *28 O/20*
DONREY MEDIA GROUP
KORK may lose license; WNAC set for renewal. J. Revett. *1 Jl/2*
DOREMUS & CO.
Doremus reports net income down. LMN. *28 Ja/61*
Casio names Doremus for calculator account. LMN. *4 F/49*
Doremus drop was 3.8% *4 F/49*
Doremus, Blase set service agreement. *25 F/166*
Doremus first quarter down from 1973. *6 My/10*
Public shops 2nd quarters indicate '74 a trying year. *29 Jl/8*
Lowengard, Doremus to share services. *7 O/12*
Doremus earnings up, 3rd-quarter income down. *28 O/27*
DORLAND PUBLISHING CO.
'Nonwovens & Disposable Soft Goods' renamed 'Formed Fabrics Industry.' *26 Ag/22*
DORMAN, N., & CO.
Dorman campaign set. *13 My/55*
DOUBLEDAY & CO.
Doubleday book clubs try 'class' ad approach. *30 D/3*
DOUGHNUTS
See BREAKFAST FOODS & DRINKS
DOW CHEMICAL CO.
Aztec lotion goes national. *4 F/18*
Dow sets heavy push for reformulated cleaner. *25 F/168*
Dow Chemical reorganizes units under Dow Lepetit. Adbeat. *29 Ap/72*
Listerol makes inroads, but Lysol still big gun. N. Giges. (Includes mention of Dow Chemical's disinfectant.) *17 Je/3*
Union Carbide & Dow Chemical launch national campaigns to promote anti-freeze. FTR. *9 S/8*
Antifreeze marketers set major winter ad campaigns. *16 S/2*
'WSJ,' 'Observer' trim page size. *4 F/53*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*
Fred Sibley joins Dow Jones & Co. LMN. *26 Ag/209*
Dow Jones sales up, income down so far. *2 D/50*
DOWNE COMMUNICATIONS INC.
Charter says Downe stock package cost $8,700,000. B. Donath. *4 F/2*
Safety unit says media should police 'hazards.' (CPSC asks print media to show more cooperation in weeding out ads for potentially hazardous products.) *18 F/2*
'Photo World' to get new publisher; Downe will drop U.S. license. LMN. *15 Ap/59*
Penthouse International still considering buying 'Photo World' from Downe Communications. LMN. *27 My/63*
Downe revenue, income gain in first quarter '74. *3 Je/58*
Charter reports revenue and earnings increases. *12 Ag/46*
Downe posts gains in 1st half income, revenue. *26 Ag/211*
'AH's' Carter applies for MPA membership. LMN. *25 N/1*
DOYLE DANE BERNBACH INC.
DDB billings '73 up over '72. FTR. *14 Ja/8*
Heinz adds $2,000,000 to Burnett; DDB puzzled. *21 Ja/2*
Uniroyal makes no decision to leave DDB. FTR. *11 F/8*
Snark's loss contributes to decline in DDB earnings. *4 Mr/57*
Top level executives get new posts at DDB. LMN. *18 Mr/77*
DDB exec shuffle is start of agency image revamp. B. Donath. *25 Mr/3*
DDB resigns United Bank account. FTR. *15 Ap/8*
WRG, DDB talks end; speculation lingers. LMN. *10 Je/1*
Carl Ally, Y&R, DDB top One Show winners. *10 Je/2*
DDB, WRG talks highlight differing problems. B. Donath. *17 Je/1*
DDB billings up, net off. *17 Je/123*
William & Mary's urge to merge. Editorial. (AA suggests that public agencies make sure that they know exactly what they're doing & why they're doing it, before starting merger talks.) *24 Je/16*
Production shops knock DDB's slow payment plan. *29 Jl/2*
Co-workers, alumni join in salute to Bernbach's genius. B. Donath. *29 Jl/3*
DDB denies plan delays pay 'til airing. *5 Ag/8*
Heekin quits as president with a blast at DDB execs. B. Donath. 2 S/1
Gallagher gets top DDB post; Russell quits. B. Donath. *9 S/2*
DDB established telephone marketing division. FTR. *14 O/8*
Honig quickly begins DDB creative shift. *4 N/8*
Cat Chow to PGI, creator of 'chow chow.' *11 N/8*
DR PEPPER CO.
Dr Pepper expands to Okinawa Islands. *25 F/148*
Dr Pepper drops 'misunderstood' theme. FTR. *1 Ap/8*
Dr Pepper adds 64 oz. bottle. Adbeat. *29 Ag/72*
Dr Pepper is 'most original' drink; ads say. N. Giges. *21 O/8*
Soft drinks attack sugar hikes with couponing. *2 D/1*
Paul McCartney cancels writing Dr Pepper commercials. Adbeat. *2 D/64*
DRACKETT CO.
Drackett tests solid automatic Vanish. LMN. *21 Ja/73*
Drackett tests Mr. Muscle oven cleaner. LMN. *28 Ja/61*
Drackett testing Renuzit Pine Spray. LMN. *6 My/81*
Drackett introducing Renuzit solid air freshner. Adbeat. *17 Je/108*
Mr. Muscle national rollout meets Easy-Off's overnight counterpunch. *26 Ag/3*
Airwick gets budget boost; ads start early. (Progress of Renuzit noted.) *21 O/80*
DRAIN CLEANERS
See CLEANERS, CLEANSERS & POLISHES
DREXLER, MIKE
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Drexler.) *18 N/190*
DRINK MIXES
See BEVERAGES, NON-CARBONATED
'DRIVE'
'Drive' delays debut until 1975 first quarter. *2 D/4*
DRUG STORES
Dominick's testing drug store affiliation. *28 O/20*
Rexall touts house brands with 'cold center' campaign. M. Maples. *28 O/27*
DRUGS — OTC & PRESCRIPTION
Hint FTC may order o-t-c corrective ads. *28 Ja/8*
Dual-marketed products get separate ad strokes. S. Feldman. *28 Ja/10*
Subcommittee hearings to begin on marketing & promotion practices of the prescription drug industry. FTR. *25 F/8*
Nader group gearing up after Va. drug ad victory. *1 Ap/1*
Cost factor should key FTC actions on ad cases: Thompson. S. Cohen *1 Ap/3*
Bill prohibiting 'gifts' to physicians overshadows larger health issues. S. Cohen. *13 My/4*
FTC investigating to overrule laws banning posting & advertising of prescription drug prices. FTR. *3 Je/8*
NAB code changes major breakthrough in kiddie tv hassle. J. Revett. (Comments on vitamin and drug advertising ban.) *1 Jl/1*
Consumer advocates file suit against California state board of pharmacy to legalize prescription drug advertising. FTR. *1 Jl/8*
The worm makes a surprising turn. Con-Sid-erations. (SRB comments on a Calif. legal suit filed by consumerists to legalize prescription drug advertising.) *8 Jl/14*
Media join suit asking end to Cal. drug price ad ban. *8 Jl/58*. See also *1 Jl/8*, FTR.
FDA may run corrective ads to doctors on drug claims. *22 Jl/38*
Searle firms Equa plans; names NH&S to study ad plans for o-t-c items. *12 Ag/3*
Pharmacist group urges elimination of branded drugs. *19 Ag/51*
Drug makers as FDA unit to okay remedies on market. *23 S/57*
Thompson urges end for opposition to presc. drug price adv. FTR. *7 O/8*
New Canada drug ad code limits claims, placement. *28 O/64*
Impending ad ban by AMA draws sharply differing views. *4 N/90*
The doctors are treating symptoms. Editorial. (In eliminating drug company advertising in its journals, the AMA should not take the same stand as these companies on public issues.) *11 N/16*
Drug billings outlook varies; collateral up. *2 D/24*
DUBARRY COSMETICS DIVISION
DuBarry cosmetics consolidated into Texas Pharmacal. FTR. *6 My/8*

DUFFY, JAMES E.
Duffy says ABC-TV's first quarter sets record. *14 Ja/2*
DUN & BRADSTREET CORP.
TVS network seeking more sponsors for World Football League coverage, and expanding into non-sports special programming. LMN. *20 My/107*
Dun-Donnelley buys Graphic Arts. *25 N/8*
John Shaheen files suit against Dun & Bradstreet for defamation of credit information against 'New York Press.' FTR. *25 N/8.* See also *16 D/77,* LMN.
Businesses fail due to incompetence, study shows. *2 D/73*
DUNKIN' DONUTS OF AMERICA, INC.
Dunkin' Donuts seeking new agency. LMN. *15 Ap/59*
Dunkin' Donuts picks Humphrey, Browning, McDougall. LMN. *29 Ag/75*
New Dunkin' ad drive built around promotional offers. *18 N/210*
DUNN, THEODORE (author)
How agencies use research. *15 Jl/69*
DUPONT CO.
Paramount sets 'Gatsby' ad efforts; more tie in. J. Forkan. (DuPont uses "classic white" Gatsby theme for white Teflon finish.) *25 Mr/117*
New Market fight seen as Du Pont pulls Zerex. *8 Ap/2*
Du Pont seeks Schick data. *13 My/93.* See also *1 Jl/55,* LMN.
Improve planning of ads, activities, store execs ask. *3 Je/24*
Despite critics, 'Gatsby' is a profitable enterprise. J. Forkan. *17 Je/78*
Du Pont breaks biggest car care promotion. FTR. *22 Jl/8*
Antifreeze next on the 'crunch' list. T. Allen. *29 Jl/54*
Top 100 national advertisers 1973 marketing report. *26 Ag/104*
Ad decries Du Pont hikes. *30 S/24*
Teflon rival seeks big gains. *21 O/72*
Du Pont launching Rally, Rain Dance auto waxes. LMN. *4 N/1*
Plywood Minn. hits Du Pont again via open letter ad. *4 N/70*
DU PONT WALSTON INC.
H. Ross Perot flounders in advertising matters, too. *11 Mr/34*
DUSENBERRY RURIANI KORNHAUSER
AHP billings key to Maxon merger with Dusenberry. *25 Mr/1*
DYES
New GAF unit test liquid dye. LMN. *19 Ag/51*
DYLAN, BOB
Like a rolling stone. Editorial. (Those who have a product the public wants and know how to promote it have no worries even in hard times; one-time Dylan concert ad cited.) *4 F/14*

EGR COMMUNICATIONS INC.
Rudomin heads EGR. *11 F/55*
EAST/WEST NETWORK INC.
East/West readies reader response cards. *1 Jl/60*
EASTERN AIR LINES INC.
Eastern Air Lines and Florida team up in co-op newspaper campaign. LMN. *14 Ja/61*
Eastern shuffles marketing staff. *18 F/68*
Eastern ads 'believable' to employes. *25 Mr/116*
Discontinued ads grow as NAD reason for settlement (Eastern Air Lines radio spot questioned.) *22 Ap/3*
Airlines to repeat youth offer. *3 Je/24*
Eastern assigns Puerto Rican account to Young & Rubicam. FTR. *29 Jl/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/108*
Eastern will base long range marketing plan on 'computer vacations.' W. Robinson. *23 S/77*
EASTMAN KODAK CO.
'Smile Saver' kit keys new Kodak promo. *4 F/1*
Kodak, Polaroid set $1,500,000 Canadian efforts. *25 Mr/12*
Kodak promotes Moviedeck projector. LMN. *25 Mr/115*
Kodak photo book tells techniques for product shots. *29 Ap/79*
Marvin Hamlisch begins composing for Kodak commercials. Adbeat. *27 My/60*
Top 100 national advertisers 1973 marketing report. *26 Ag/110*
Kodak sets theme for Yule campaign. *2 S/36*
Kodak to tout Bicentennial with photos. *28 O/71*
Eastman-Kodak 1975 ad plans unaltered. FTR. *23 D/8*
EATON CORP.
Eaton says being known is worthy ad objective. B. Donath. (Eaton buys exclusive sponsorship of the 'American Parade' series of bicentennial specials.) *22 Ap/42*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*
ECONOMIC DEVELOPMENT COUNCIL INC.
Progress in the classroom. Editorial. (AA lauds a NYC Board of Education booklet introducing advertising as a career to students.) *11 Mr/14*
ECONOMY
The settling down of America. Editorial. (Despite the shortage-inspired gloom, business is going on as usual; examples of ad budget increases cited.) *21 Ja/16*
Even gloom index shows surprises. S. Bernstein. (Gallup poll indicates that the public outlook on the economy is gloomy.) *4 F/14*
Economy, access ruling worry indy tv producers. *25 F/8*
Newsday change can be rapid. S. Bernstein. (Public opinion is very unstable nowadays, and marketing strategies should take that into account.) *15 Ap/14*
New U.S. unit would study ad policies. *8 Jl/62*
Advertising must help solve world economic woes: Ally. *29 Jl/1*
Marketers should have role in economic summit meet. Editorial. (Business must communicate with the public through advertising, to ease inflation and boost economy.) *2 S/10*
'Keep it simple' formula makes for lower costs, better promotions. P. Brady. *9 S/58*
Living costs surveyed; Japanese cities highest. *23 S/80*
CBS' Taylor sees savings as key to curbing inflation. *23 S/115*
Bernstein savings bond proposal gains support. *30 S/4*
Canada consumer chief hits ad role in economy. *30 S/8*
Summit meeting shows the forces that interact. S. Cohen. (Discussion of inflation & economy indicate a need for changes in consumer life styles as well as conservation of commodities.) *7 O/18*
Growth plans hampered by costs, BPA survey finds. *7 O/49*
Business sees no ill effects from Ford anti-inflation plan. J. Revett. *21 O/1*
Survey reports consumer spending slow, and economic status at low level. FTR. *21 O/8*
Economy key topic as cable seeks movies. *28 O/8*
People will pay more for value: JWT foreign execs. *28 O/74*
Non-automotive admen blast marketing efforts of Detroit. AA Roundup. *4 N/3*
Maybe confession will help a bit. S. Bernstein. (SRB doesn't know who to blame for the deplorable economy, nor does he have the solution to the problem.) *4 N/16*
Detroit rolls out quickly with 'buy now' ad efforts. R. Gray. *11 N/1*
New Congress to be reform-minded; inflation, energy, social issues on tap. S. Cohen. *11 N/2*
Multifoods execs see few long-term changes in food buying. L. Edwards. *11 N/30*
Greenland to Ford: Set up U.S. market director post. R. Gray. *11 N/73*
Inflation fight will test mettle on both sides. S. Cohen. *18 N/12*
Heed changes to survive, ANA product meet told. *25 N/48*
Coming of age? Editorial. (In times of shaky economy, the ad business may be the hard-working tool needed to generate new business for marketers.) *2 D/16*
Marketing's response to sagging sales. Editorial. (Economy must adjust to shrinking supplies of raw materials, and we must listen to a new generation geared to ecology and the environment.) *9 D/16*
See also CONSUMERS & CONSUMERISM
ENERGY CRISIS
FORD ADMINISTRATION
INFLATION
PRICE HIKES
REBATES
EDCOA PRODUCTIONS INC.
Sex scenes shown at Psychiatric Assn. show. Adbeat. *27 My/60*
EDITORIALS
NARB sets some guides . . . (NARB uses Schick Flexamatic campaign to explan its guidelines on misleading and comparative advertising.) *7 Ja/12*

. . . and shows its strength. (NARB is to be commended for its performance in the Schick case and for filling a leadership vacuum in the industry.) *7 Ja/12*
Justice Dept. move disconcerting thrust. (AA disagrees with anti-trusters' moves to break up cross-ownerships solely on the basis of economic theory, without any signs of abuse of power.) *14 Ja/12*
Comparative ads valid — if. (NARB's Schick ruling will not affect solidly-designed comparative ads, but should kill dumb and misleading ones). *21 Ja/16*
The settling down of America. (Despite the shortage-inspired gloom, business is going on as usual; examples of ad budget increases cited.) *21 Ja/16*
Banzhaf's outdoor skewering. (AA urges John Banzhaf to drop his petition prohibiting cigaret advertising on outdoor boards). *28 Ja/14*
Third World market boom? (Comments on the E. B. Weiss series on the Third World.) *28 Ja/14*
Diversity also serves. (Although it is frequently important for the ad industry to speak with one voice, there are times when diversity serves an industry purpose). *4 F/14*
NBC opts for candor. (NBC's release of guidelines for comparative ad copy should encourage formulation of industry standards by NAB & NARB). *4 F/14*
Like a rolling stone. (Those who have a product the public wants and know how to promote it have no worries even in hard times; one-time Dylan concert ad cited). *4 F/14*
Shoring up NAB code. (AA applauds NAB's mandatory tv code membership regulation). *11 F/16*
Oil's credibility gap. (Oil cos. need the support of media, Congress and the public, but by arguing that they are in no way to blame for the energy crisis, they are creating a big credibility gap). *11 F/16*
FTC lapses; NARB bites. (While the FTC is hopelessly enmeshed in procedure and lawyerish quibbling, the NARB is making important decisions and providing clear-cut guidance to creative people). *18 F/14*
Thanks to Xerox, CBS. (AA lauds the Xerox-sponsored tv special, 'The Autobiography of Miss Jane Pittman'). *18 F/14*
Agency billings trends. (Comments on the growth of the agency business as indicated in the 30th annual agency billings issue). *25 F/16*
Panic-mongering and marketing. (Advertisers urged to counter rumor-inspired panic buying by rushing in with advertising to carefully advise the public of the true situation). *25 F/16*
Fairness gone wacky. (Fairness Doctrine need not be stretched to prevent the public from being exposed to varying ideas, as illustrated by ABC's Dick Cavett interview with radicals.) *4 Mr/14*
A swing back to sanity? (Television is not always necessary nor successful in political advertising). *4 Mr/14*
FTC 'cure' is worse. (AA disagrees with the FTC corrective ad ruling imposed upon Wasem's Inc., Seattle vitamin manufacturer). *11 Mr/14*
Progress in the classroom. (AA lauds a NYC Board of Education booklet introducing advertising as a career to students). *11 Mr/14*
Overstepping advocacy. (AA concurs with John O'Toole's concept of advocacy advertising, but will not agree to smearing the media to foster the concept). *18 Mr/16*
P.O.: More than a business. (U.S. Post Office operations can hardly be measured as a business.) *18 Mr/16*
FTC's last chance. (Instead of moving against individual deceptive advertisers, FTC's new strategy is to move against whole industries.) *25 Mr/16*
NARB plan too timid. (NARB's proposal to deal with children's ads focuses on individual misleading ads while the real problem is tv's total treatment of children.) *25 Mr/16*
Showmanship missing. (Although the tv industry abounds with material, this year's NAB convention made little use of it). *1 Ap/20*
Reporting foreign billings. (Some clarification of the billings figures in the AA Foreign Agency Billings special issue). *1 Ap/20*
No delight in de-marketing. (AA dislikes the term 'de-marketing' because it is becoming part of a routine that seems to lead to higher prices for the consumer). *8 Ap/14*
Warning on Nader's victory. (Responsible free speech and honest information should not be suppressed in the guise of professional ethics.) *8 Ap/14*
Can the kids 'break in'? (Young people trying to break into advertising must not be discouraged by the cancellation of 'Inside Advertising Week,' but should embark on informal sessions with prospective employers.) *15 Ap/14*
Don't ban idea ads. (Mobil Oil Corp. challenges television networks to allow more flexible approaches to the idea issue.) *15 Ap/14*
Road maps and marketing. (Oil companies cutting promo programs, ad campaigns and services create poor customer relations.) *22 Ap/16*
Whose Bicentennial? (Although instances of exploitation by business will occur in the bicentennial celebration, planning & preparation will help companies originate projects which will relate to historical events). *22 Ap/16*
NAD's dilemma. (NAD caught up in debate to divulge proof for ruling on certain decisions, without exposing advertisers confidential information.) *29 Ap/14*
The package as hero. Editorial. (Stressing a product's package in advertising can be a strong and effective sales message). *29 Ap/14*
In defense of 'sex' books. ('ID' did not fail because it was pushed out by sex books; magazines fall short when they fall short of advertisers). *6 My/14*
Chaos Inc. (Certain ground rules must be set if mileage ad claims are to be of help to the consumer). *6 My/14*
Scattered, but together. (When disaster strikes, like the N.Y. City building blast housing many promotion and production houses, the advertising community shows how close-knit and interdependent the industry really is). *6 My/14*
Always a need for talent. (Lawrence Epting stresses continual need for outside services as advertisers expand programs and projects and campaigns.) *13 My/14*
'Promotion' joins AA. (A statement from the publishers of 'Ad Age' as 'Promotion' ceases publication and joins AA.) *13 My/14*
Flying empty. (Airlines, with policy of empty seat/high fare flights, are not pleasing people's needs for convenient flights.) *20 My/16*
Harry the Grouch? ('Sesame Street' may or may not be helpful to children.) *20 My/16*
Raw Nationalism. (Canadian Radio-Television Commission head Pierre Juneau lacks insight when he urges tv spots aired in Canada be Canadian made.) *20 My/16*
Look back in amiability. Editorial. (Comments on David Ogilvy's recent reflections on advertising.) *27 My/14*
Perilous journey. (AA praises the creation of a new NARB/NAD unit to police children's advertising, but advises the industry to heed consumer criticism.) *27 My/14*
NBC plays the game game. (AA questions NBC's leadership role as its execs approve seven consecutive game shows.) *3 Je/14*
NARB's next chairman? (AA urges NARB's selection committee to succeed Ted Etherington with a committed and skillful chairperson.) *3 Je/14*
Whose tax dollars? (AA challenges the use of the 'our tax dollars' phrase used by the MAP in its argument on the tax deductibility of energy company ads.) *3 Je/14*
The message from Iran. (Comments on Iran's Pricess Ashraf Pahlavi's remarks at the IAA world conference.) *10 Je/10*
Nutrition: Much to learn. (Comments on FTC's proposal requiring nutritional information in advertising.) *10 Je/10*
Service growth can help advertising's poor image. (Marketers should realize the opportunities available as the need for services grows.) *10 Je/10*
Over the brink? (Lewis Engman not popular in his views to abolish premium advertisng on children's television.) *17 Je/16*
Political freedom in adland. (AA lauds Bill Bernbach's position encouraging ad people to partake in political campaigns, but asks that they exercise some caution.) *17 Je/16*
Sex and sexuality. (Revlon's highly successful selling approach stresses sex and sexuality, but there's more than one way to sell cosmetics & fragrances). *17 Je/16*
William & Mary's urge to merge. (AA suggests that public agencies make sure that they know exactly what they're doing & why they're doing it, before starting merger talks). *24 Je/16*

Branding and nutrition. (Unless advertising and product quality create consumer brand preferences, advertising cannot tell about a product's merits — nutritious or otherwise.) *24 Je/16*

Buying trouble. (Consumers skeptical of oil companies' profits invested in new energy sources.) *1 Jl/16*

Self regulation comes of age. (First NARB guidelines for safety in advertising are successful.) *1 Jl/16*

Media victories and media responsibilities. (Media owners must recognize a responsibility to provide fairness and openness to those with differing views.) *8 Jl/14*

Books and dry wells. (Comments on Charles Brower's book publishing problems and a fraudulent oil well drilling scheme.) *8 Jl/14*

What's in a nAIAm? (Comments on the AIA name change.) *15 Jl/16*

Inflation may emerge as new ad theme. (Market pressures could become overwhelming if advertisers become disenchanted with the government's competence in handling inflation.) *15 Jl/16*

Now is not the time for new consumer agency. (Congress and the administration should vote down the unessential establishment of a Consumer Protection Agency.) *22 Jl/12*

In-flight ads: Right or blight? (Airline advertising and in-flight commercials do little to help fill empty seats on planes.) *22 Jl/12*

Not for whites only. (Artwork in real estate ads is one way to reflect racial composition of an area.) *29 Jl/14*

FTC's ReaLemon case — are leaders anti-competition? (FTC's regulatory concept of excessive advertising could easily be adapted for others in dominant marketing positions.) *29 Jl/14*

Casualties of casualness? (Readjustments in advertising directed toward working women, liberated women and unliberated women could lead to better product acceptance.) *5 Ag/14*

CPA not inflationary. (In times of inflation the CPA's operation is worth the expense.) *5 Ag/14*

President Ford's challenge. *12 Ag/1*

A lid on election spending. (California gubernatorial election may be the pacesetter to limit campaign fund-raising and excessive expenditures.) *12 Ag/10*

'I've had it with agencies.' (William Black, Chock Full O'Nuts chief should have given JWT a first-campaign trail before severing relations.) *12 Ag/10*

Zenith's one-two punch. (Zenith warns consumers of bait and switch tactics, while promoting its own name.) *12 Ag/10*

ANA report is a warning. (Magazine readership surveys cause such controversy, warnings should be given to publishers and research organizations that reports will be subjected to critical scrutiny.) *19 Ag/12*

The conflicts of marketing within the public interest. (Gasoline prices are an example of control of consumer demand by the government, which may not be the answer to current inflation.) *19 Ag/12*

Down, down and away . . . (Airlines should develop more attractive travel packages to fill seats rather than jeopardize loss of business.) *26 Ag/12*

FTC cop-out. (FTC conceding to water down guidelines, and tailor laws to suit the appropriate situation.) *26 Ag/12*

How not to raise prices. (General Motors cited as example of large corporations who, by informing the public gently, could smoothly adjust price increases.) *26 Ag/12*

Honda's campaign avoids catch-phrase liberation. (Women and men respond equally to advertising that speaks to them openly and honestly, as shown by American Honda campaign.) *2 S/10*

Marketers should have role in economic summit meet. (Business must communicate with the public through advertising, to ease inflation and boost economy.) *2 S/10*

Uncle Sam the client. (U.S. Government are advertisers with good records of adhering to sound professional standard.) *9 S/16*

Price ads; One way to help. (Marketing community can do much to curb inflation by running price guidance advertising to cost-conscious consumer, with no bait and switch tactics involved.) *9 S/16*

The unkindest cut. (Fleming Bottle & Jug Cutter tv commercial shows that media should be aware of products and their ad claims before allowing misleading advertising to be exposed.) *9 S/16*

Need a better plan. (Consumer Product Safety Commission and other regulatory agencies need a neutral clearing house to decide on regulatory practices.) *16 S/10*

The money for agencies is not on Wall Street. (Agencies are better off avoiding the glamour of public ownership and Wall Street prestige.) *16 S/10*

ANA study scores no points. (ANA study reports tv exposure is good for children, but effectiveness of tv commercials on children was presented in a confusing fashion.) *23 S/16*

Time for cross-ownership action. (FCC delays in cross-ownership action are jeopardizing both publishers and broadcasters.) *23 S/16*

Sponsors too timid? (Advertisers withdrawing from controversial tv shows should think twice, lest in future programs, both advertiser and agency be forgotten when sponsor slots are offered next time around.) *23 S/16*

Best show in town. (Tv news programs now are ringside seats to world-shaking events, not interruptions to entertainment schedules.) *30 S/16*

New key to copy: Price and value. (National marketers should develop ad programs that inform the consumer of values and prices, brand name vs. private label products.) *30 S/16*

A 'toast' in tv's future? (Broadcasters keep a close watch on beer and wine commercials, while liquor companies may see fit to join beer and wine on radio and tv.) *7 O/16*

The summit — our missed opportunity. (Public insight into the complexion of our economy should be done through the advertising medium.) *7 O/16*

Cracker Jack idea. (Manufacturers of Cracker Jack propose an FTC guide to premium offers to children on television.) *14 O/16*

Will the public respond? (Concerned marketers are examining product and sales strategy, so that the changing national attitudes and requirements do not catch them unaware.) *14 O/16*

Deregulating competition. (Lewis Engman sees in a time of inflation, some regulatory agencies and programs look less attractive to advertising and marketing people.) *14 O/16*

NARB's new chairman. (James Parton can enhance both his name and the industry's reputation as chief of NARB.) *21 O/16*

A balanced approach needed. (Success in coming to grips with inflation and recession depends on the attitudes of consumers and business men toward Presidential policies.) *21 O/16*

A square named Sullivan. (Tribute to Ed Sullivan and his meat-and-potatoes television show format.) *21 O/16*

A setback for 'openness' in Freedom of Information veto. (To resolve the endless struggle over concealment and disclosure of government information, one resolution might be to override Presidential veto of 'openness' policy.) *28 O/12*

WRG's bid to 'go private' weakens all agency stocks. (WRG's offer to go public raises serious questions about agencies' inability to earn direct returns to capital invested in business.) *28 O/12*

. . . and hopeful signs at FTC. (Tv networks and FTC agree on one-year test to determine if regional advertisers can be worked into network time.) *4 N/16*

A letter from Santa. (The likeness of Santa Claus in children's product advertising is not an endorsement for any particular product.) *4 N/16*

A good decision at FCC . . .(FCC ruling over advertising on children's television is in the interest of both children and broadcasters.) *4 N/16*

Keep it clean. (Public service ad campaigns created by the Ad Council may be tainted by agencies and clients who abuse monetary guidelines.) *11 N/16*

The doctors are treating symptoms. (In eliminating drug company advertising in its journals, the AMA should not take the same stand as these companies on public issues.) *11 N/16*

A tip of the hat of the ANA (ANA's 1974 annual meeting praised.) *11 N/17*

Don't abandon nutrition ads. (Advertisers who make nutritional ad claims are advised to keep the FTC proposals and guidelines in mind.) *18 N/18*

Busy days in Detroit. (Detroit advertising people must convince inflation-beset consumers that buying a '75 auto makes economic sense.) *18 N/18*
Female jockwatchers. (With evidence of increasing women viewers to tv audiences, advertisers are now contemplating a change in the tv ad approaches.) *25 N/12*
Account exec changeth. (Account people of today are pivotal people in ad agencies.) *25 N/12*
Self regulation on trial. (Advertising Club of Denver is one example that indicates self-regulation or government regulation are not cure-alls for industry guidelines, but both can remove some irritants.) *25 N/12*
Coming of age? (In times of shaky economy, the ad business may be the hard-working tool needed to generate new business for marketers.) *2 D/16*
'Adult' tv needs no rating. (Tv program ratings would only invite new trouble for networks.) *2 D/16*
Whip up the WIN drive. (WIN theme has public appeal, and should be encouraged as an incentive to spend wisely.) *2 D/16*
Cents-off coupons and common sense. (P&G leads the way to success or failure of coupon redemption, with a 5¢ redemption rate.) *9 D/16*
Marketing's response to sagging sales. (Economy must adjust to shrinking supplies of raw materials, and we must listen to a new generation geared to ecology and the environment.) *9 D/16*
Zirconium warfare. (Bristol-Myers is wrong to attack competitors with a rush of reassurance to the public their product contains no zirconium, when the FDA considers zirconium only an ingredient under suspicion.) *16 D/12*
Today's muddled Army. (The Army and its relationship with N W Ayer is less than clear, and the competence of the Army to select an ad agency is questionable.) *16 D/12*
Political ads not all bad. (Political tv spots are one influence that create interest in an election campaign, so moderation, not prohibition is a happy medium.) *16 D/12*
Chasing the wrong villain? (FTC's anti-trust cast against ITT-Continental Baking may be unjustified because Continental needs increased bread advertising to keep pace with the private label competitors.) *23 D/6*
'75 won't be all bad. (Advertising programs can help 1975 be optimistic, by offering quality goods and services at sensible prices.) *23 D/6*
Economy woes no excuse to forget our environment. (In times of inflation, marketers should keep in mind the ad campaigns that promoted merchandise as well as preservation of our environment.) *30 D/6*
Promoting self regulation. (Warranty/FTC Improvement Bill indicates Congress is eager to encourage self-regulation. *30 D/6*

EDUCATION
Beats 'la plume de ma tante.' (Foreign language tv spots used as teaching.) *25 Mr/112*
Xerox film depicts Hall shop at work. *27 My/66*
FTC continuing to move on ads by vocational schools. *22 Jl/16*
FTC proposes schools proves success claims. *12 Ag/58*
McGraw merges education books. *19 Ag/49*
See also ADVERTISING EDUCATION

EDWARDS, MAURI (author)
The plot thickens as Forest Grant goes to a big, new sales meeting. *9 S/56*
How FG became the sunglasses of the tsars. *11 N/17*

EGAN BROS.
Drip coffeemaker sales spur filter pack drives. *25 N/8*

EGGS AND EGG SUBSTITUTES
Avoset testing egg substitute. LMN. *18 Mr/77*
House okays egg industry promotion. *27 My/24*
FTC seeks court injunction to stop egg cholesterol ads. *5 Ag/43.* See also *26 Ag/8,* FTR.
American Egg Board breaking new ad campaign. LMN. *5 Ag/43*
Cholesterol ads defended by egg group. *12 Ag/8*
Parsons promises egg ruling in October. *16 S/72*

EGYPT
Media mogul says Egypt set for foreign business. R. Bechtos. *24 Je/56*

EINSON FREEMAN CO.
Einson taps Wilson. *1 Jl/30*
Nostalgia peek at oldtime p.o.p. — a lesson in salesmanship. (A gallery of old-time display advertising.) *12 Ag/41*
Blair, Einson plan coupon blitz via cooperative inserts. *9 S/64*

EISAMAN, JOHNS & LAWS, INC.
Vail Associates has moved its account to Eisaman, Johns & Laws. LMN. *11 Mr/57*
James Barclay & Co. assigns scotch account to Eisamen, Johns & Laws. LMN. *14 O/109*
'21' Brands, agency split raises questions. *23 S/10*

ELECTROHOME OF KITCHENER
Electrohome push set. (Canadian home entertainment center.) *13 My/55*

ELECTRONIC DAYA SYSTEM
H. Ross Perot flounders in advertising matters, too. *11 Mr/34*

ELECTRONICS
Electronics marketers brace for supply pinch. T. Rowan. *14 Ja/2*
Dual-marketed products get separate ad strokes. S. Feldman. *28 Ja/10*
1984: The coming era of electronic communications. B. Colarossi. *3 Je/44*
Line extensions, features dominate electronics show. *17 Je/108*
Quasar breaks first ad drive since spinoff. *1 Jl/56*
Booklet on history of electronics available from Radio Shack. Adbeat. *5 Ag/39*
Electronic Design's Gold Book, manual of electronics industry, published by Hayden, contains free advertising. Adbeat. *26 Ag/206.* Correction: *23 S/57*
Zenith files suit against Japanese marketers. *30 S/80*
See also AUDIO EQUIPMENT

ELGIN WATCH CO.
Elgin push aims at getting things ticking again. T. Rowan. *21 Ja/22*

ELIAS BROS, RESTAURANTS
McDonald's suing Elias. *16 D/77*

ELLIOT, JOHN (JOCK) JR.
Publicly-owned agencies see strong future, new income sources. (author.) *11 Mr/44*
Hard year for agencies, Elliott reports to AAF. R. Gray. *29 Ap/10*
Bloede urges Four A's: Tell industry's story to avoid more restrictions. (Covers major speeches made at the 4A's meet.) *20 My/3*
John Elliott heads 4A's. *20 My/114*
Basic people knowledge is key to good ads, Elliot says. *3 Je/12*
Elliot vows ad industry's support for inflation battle. H. Bernstein. (Review of 4A's Western conference.) *7 O/102*
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Elliot.) *18 N/190*
Elliot asks ad reforms, better use of personnel. *25 N/10*
Good guys welcome Jock. S. Bernstein. (Jock Elliot, in a 4A's speech, suggests that admen shouldn't encourage students to study advertising.) *9 D/16*

EMERSON RADIO CORP.
Emerson radio tunes up for drive to revive pioneer brand. *30 S/88*

EMERY, JOHN
More rate hikes, paid lists ahead in publishing: Emery. *24 Je/8*

EMPLOYMENT
TWA ad seeks jobs for furloughed employees. *28 Ja/6*
Ad tyros head outlook is dim at N.Y. agencies. B. Donath. *11 F/4*
N.Y. Adclub cancels recruit week as agencies adopt a leaner look. B. Donath. *8 Ap/4*
Can the kids 'break in'? Editorial. (Young people trying to break into advertising must not be discouraged by the cancelation of 'Inside Advertising Week,' but should embark on informal sessions with prospective employers.) *15 Ap/14*
Study finds fewer job openings for marketing execs. Adbeat. *15 Ap/62*
Church asks FCC to hold radio renewals. *3 Je/22*
Help-wanted ad index fell in Sept. Adbeat. *11 N/67*
Ten ads I'd like in my portfolio if I were coming to me for a job. A. Hampel. *18 N/48*
Agencies decry 'bloodbath' rumors. B. Donath. *16 D/84*
See also ADVERTISING AGENCIES EMPLOYMENT

'ENCORE'
'Encore' becomes semi-monthly. LMN. *3 Je/61*

ENCYCLOPEDIAS
Britannica puts weight on tv for 'Britannica 3'. *28 Ja/58.* See also *14 Ja/61,* LMN.
World Book set for heavy summer push. *1 Ap/1*
Britannica seeks agency for 'lead' ads. *19 Ag/8*
EB getting competitive in phase two of ad drive. N. Howard. *28 O/68*
ENERGY ADVERTISING
FEO concern over energy ads fading; no ban seen. *7 Ja/1*
New rec vehicle coalition targets January for ads. *7 Ja/39*
Oilmen rip bid to FTC for proof on energy ads. J. Revett. *14 Ja/1*
FTC, NARB ponder wider roles as energy ad claims proliferate. S. Cohen. *28 Ja/16*
Paragon ads use an energy angle. *28 Ja/34*
Much energy-based ad, media pressure appears on the ebb. J. Revett. *4 F/1*
McDonald's units offer light switch covers. *4 F/10*
Shortage calls for ad shifts, AA's Danzig tells agencies. *4 F/46*
Foster Grant tells customer: 'Use less.' S. Feldman. *4 F/27*
Seize opportunity despite shortages, marketers urged. (Report on McG-H's conference on 'Why & How to Advertise in a Shortage Economy'.) *4 F/27*
NAD okays Exxon claim, rules against 3 advertisers. N. Giges. (NAD's January report.) *18 F/3*
'De-marketing' unfolds from energy shortages. *25 F/169*
FTC eyes mpg claims; NARB issues ad guides. *11 Mr/1*
Ingenuity helps solve ad problems. S. Bernstein. (SRB cites some ads from a San Diego newspaper to demonstrate the ingenuity of the ad/promotion man.) *11 Mr/14*
New energy legislation sent to Congress. LMN. *11 Mr/57*
Mobil protests 'idea' ad ban; radio nets block Texaco spots. M. Christopher; S. Cohen. *8 Ap/1*
Zenith touts Power Sentry as energy saver. LMN. *8 Ap/65*
FTC broadens energy-use investigation. FTR. *15 Ap/8*
American Electic Power expands ad campaigns despite Arab protests. FTR. *29 Ap/8*
Group says energy 'image' ads not deductible. *13 My/3*
Mobil will label image ads. *13 My/93*
McKeough attacks energy usage ads. *3 Je/29*
Shell testing q&a energy ad. *5 Ag/48*
ENERGY CONSERVATION
A&P puts an energy theme on WEO line. *14 Ja/40*
Ohio widens utility ad ban to electrics. *14 Ja/66*
Ohio Edison stops all ads after state ruling. *21 Ja/4*
EPA fears dealer ad portends move on emission curbs. *21 Ja/8*
Ads for bigger cars now starting to stress virtues of fuel economy. R. Gray. *4 F/3*
Utah Power halts promotional ads. *4 F/46*
Litton, Amana ads tout microwaves as energy savers. *11 F/54*
Chrysler Marine sets economy ads. *11 F/70*
OMC to run ads promoting gas and electric cars. Adbeat. *1 Ap/51*
Cessna addresses business with new energy-saving ads. *15 Ap/22*
Certain-teed sales hike of 40% laid to info-type ads. *15 Ap/24*
Combined installs new low-energy outdoor advertising system. Adbeat. *6 My/78*
Heatilator Fireplace Division advertising fireplaces as tie-in with energy crisis. Adbeat. *27 My/60*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
Summit meeting shows the forces that interact. S. Cohen. (Discussion of inflation & economy indicate a need for changes in consumer life styles as well as conservation of commodities.) *7 O/18*
Reynolds Metals breaks tv campaign on conservation. LMN. *21 O/99*
Michigan pressures utility to keep conservation ads. R. Gray. *28 O/67*
Consumers Power Co. advertises gas conservation measures. FTR. *4 N/8*
'Fundamental' changes needed for energy conservation success. J. Quarles. *11 N/16*
ENERGY CRISIS
FEO concern over energy ads fading; no ban seen. *7 Ja/1*
Kawasaki continues to shake 'em up. H. Bernstein. *7 Ja/1*
TAB says proceed with caution on its data; weather causes cutbacks. *7 Ja/2*
Agency execs see signs of optimism amid energy gloom. *7 Ja/2*
Mazda ad change not due to M-B, agency exec says. *7 Ja/30*
CCC bookings up. *7 Ja/53*
Boat field execs stress need to keep ad profile up. *14 Ja/2*
Crisis nudges Cold Power back to cold water. (Also covers stories in other energy-related areas.) *14 Ja/4*
GM's Smith says ad plans changed little by shortages. *14 Ja/32*
Detroit reluctantly shifts to small car emphasis. R. Gray. *21 Ja/2*
Even gloom index shows surprises. S. Bernstein. (Gallup poll indicates that the public outlook on the economy is gloomy.) *4 F/14*
Big advertisers not cutting ad budgets in energy crunch. AA Roundup. (A look at how 33 of the leading national advertisers are handling ad budgets in light of the energy crisis.) *4 F/27*
Seize opportunity despite shortages, marketers urged. (Report on McG-H's conference on 'Why & How to Advertise in a Shortage Economy.') *4 F/27*
Shortages won't hurt car racing, advertisers told. *4 F/27*
Consumer research goes to work in energy shortage J. Honomichl. *4 F/30*
Energy woe serious, but 'not cataclysmic': Schultz. *4 F/34*
Ford small car radio push set. *4 F/50*
Ford is first energy crisis caused net tv pullout. LMN. *4 F/1*
Nielsen polls households reacting to energy crisis. Adbeat. *4 F/53*
Amoco Oil breaks gas-saving advice. Adbeat. *11 F/70*
Energy crisis panic shouldn't cloud long-range plans. T. V. Byor. *11 F/38.* Correction: *25 F/153.*
Young adults return to tv: Is fuel crisis the culprit? M. Christopher. *18 F/2*
Canada oil marketers set lower ad budgets. *25 F/149*
'De-marketing' unfolds from energy shortages. *25 F/169*
Energy crisis seen as help to magazines. *4 Mr/8*
Energy crisis do's and don'ts for retailers, manufacturers. B. Stone. *4 Mr/34*
Retailers maintain low profile in energy crunch. L. Baltera. *25 Mr/3*
Fuel theme out of Ontario tour ads. *8 Ap/34*
Researchers find crises change buying patterns. J. Forkan. *8 Ap/54*
Fuel crimp takes toll of road maps; oil companies try new approaches. *15 Ap/3*
Here are 29 checkpoints for market planners in an era of shortages. E. B. Weiss. (First of 2-part series.) *15 Ap/37*
Checkpoints for helping market planners to ease shortages era. E. B. Weiss. (Last of 2 parts.) *22 Ap/56*
Marketing still relevant despite scarcity: Lazer. *29 Ap/2*
Changes in food distribution have been made due to the energy crisis, David Guerrant says. Adbeat. *6 My/78*
Inflation, energy woe turn screw on Japan advertising. L. Link. *20 My/25*
Advertisers firm budgets, agencies trim payrolls in world energy snag. R. Bechtos. *20 My/25*
Fuel and gas feast or famine cuts oil advertising in Italy. Wm. & Ann Carnahan. *20 My/38*
Germans take oil crunch in stride, but agency profits off. B. Mussey. *20 My/70*
Greece plagued by rising media costs, inflation, dim-out. A. Rizopoulos. *20 My/76*
Price of gas increases by 40% in Mexico; agency profits dip. S. Askinazy. *20 My/78*
Inflation bigger marketing problem than fuel shortage, says AMC exec. R. Gray. *27 My/3*
Oil exec raps media attacks on industry. *3 Je/22*
Business press takes lead in easing industry problems. G. Cohan. *17 Je/40*
Incentive travel survives energy snags. S. Toepfer. *24 Je/50*
Crisis altered buying habits, Texaco vp tells IAA group. *24 Je/12*
Public distrust negating oil ad efforts: Peterson. *1 Jl/8*
Inflation seen biggest worry for auto execs. *5 Ag/44*
Continental Oil urging American business & industry to cut energy consumption. Adbeat. *26 Ag/206*
Union to back economy runs. *2 S/40*
Decoration area sees brighter Yule. *2 S/44*
Why fuel crunch didn't ground Piper. *14 O/76*
New Congress to be reform-minded; inflation, energy, social issues on tap. S. Cohen. *11 N/2*
See also DE-MARKETING

ENGLANDER CO.
Englander Co. breaks tv spots for Tension Ease bedding. Adbeat. *7 Ja/51*
ENGMAN, LEWIS
Engman favors more review units. *21 Ja/56*
Regional offices react to Engman, act on 23 cases. *11 F/66*
'Image' ads protected as free speech Engman says. *18 F/1*
Lawmakers irked by FTC 'image' stance. *25 F/8*
FTC will make public more of its operations. *25 F/163*
FTC's budget memos show new objectives; old targets disappear. S. Cohen. *11 Mr/2*
FTC set to act on ad code if industry dawdles: Engman. S. Cohen. *13 My/1*
Impasse seen on children's ad code; FCC, FTC may act. *27 My/1*
Many gripe at proposed ban on premiums; Quaker likes it. *10 Je/1*
See fast showdown on Engman's call for premium ad ban. S. Cohen. (Covers some of the major speeches at the AAF meeting.) *10 Je/1*
Proposed Engman ban on kids' tv commercials offering premiums will affect network tv billings. LMN. *10 Je/63*
NAB may ask compromise on premium ads to kids. *17 Je/1*
How industry lost the ball on children's tv ads. S. Cohen. *17 Je/3*
Over the brink? Editorial. (Lewis Engman not popular in his views to abolish premium advertising on children's television.) *17 Je/16*
Stage is set for premium ad ban battle. *17 Je/124*
Engman softens demand for children's premium ad ban. *24 Je/1*
Public better served by FTC anti-trust pursuit, not ad suits: Thompson. *22 Jl/6*
FTC priority is getting full info, facts in ads, Engman tells lawyers. *19 Ag/4*
Officials speak out against ad restrictions on lawyers. *2 S/37*
CAB airline regulation is 'anti-consumer': FTC head. LMN. *7 O/1*
Deregulating competition. Editorial. (Lewis Engman sees in a time of inflation, some regulatory agencies and programs look less attractive to advertising and marketing people.) *14 O/16*
Nutrition disclosure is big hitch in ad guides: Engman. *18 N/8*
FTC eases its closed door meeting policy. *25 N/8*
ENVIRONMENTAL PROTECTION
EPA official raps American Electric 'scrubbers' ads. *3 Je/37*
Mobil continues fight to air views; uses rejected storyboard in print ad. M. Christopher. *24 Je/3*
Economy woes no excuse to forget our environment. Editorial. (In times of inflation, marketers should keep in mind the ad campaigns that promoted merchandise as well as preservation of our environment.) *30 D/6*
See also CONSERVATION
ENERGY CONSERVATION
POLLUTION
ENVIRONMENTAL PROTECTION AGENCY
EPA fears dealer ad portends move on emission curbs. *21 Ja/8*
Mazda rebuts EPA figures. *21 Ja/70*
Nixon gives impetus to ad disclosure. *28 Ja/1*
Independents back Mazda's mileage claim in new ad. *28 Ja/65*
Mazda's drive attacks fuel consumption flap; testing new small auto. *4 Mr/3*
Honda Civic, EPA winner, opens drive. *4 Mr/54*
FTC studies role in mileage derby as auto ads ignore EPA ratings. S. Cohen. *25 Mr/6*
Gas marketers ready no-leads. *15 Ap/60*
Mazda satisfied with EPA mileage reports. FTR. *15 Ap/8*
EPA ratings lose favor for false ad suits. *29 Ap/1*
Miller-Morton files complaint with EPA against Lambert-Kay's Sergent Bloomin' Flea dog collar. LMN. *29 Ap/73*
Vega engine fails EPA test; future unclear. R. Gray. *29 Ap/75*
Chaos Inc. Editorials. (At this point the comparison shopper has not been helped by mileage claims; certain ground rules must be set if mileage is to be of help to the consumer). *6 My/14*
EPA official raps American Electric 'scrubbers' ads. *3 Je/37*
Lambert-Kay says settlement was on ads, not labeling. *3 Je/37*
EPA urged to standardize pesticide labeling cautions. *10 Je/60*
EPA defends scrubber ads hit by EPA. *1 Jl/58*
EPA moves to ban Shell pesticides. *19 Ag/16*
Ford set to use new EPA mileage data. *23 S/111*
EPA rates up for some cars, but still no promotion rush. *30 S/92*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
'Fundamental' changes needed for energy conservation success. J. Quarles. *11 N/16*
Ford, VW agree to use EPA's mpg data in ads. *2 D/71*
EON INC.
EON ads say it's better than oil for autos. *2 S/4*
EPHRON, ERWIN
Ad clutter poses threat to all media, AA workshop told. (Comments by Mr. Ephron.) *9 D/2*
EPTING, LAWRENCE
Epting raps outside services; says NSC building own talent. J. O'Connor. *6 My/1*
Always a need for talent. Editorial. (Lawrence Epting stresses continual need for outside services as advertisers expand programs, projects and campaigns.) *13 My/14*
ERDOS, PAUL L. (author)
Ladyship to Sing Sing, mail surveys grab 'em. *21 O/65*
ESQUIRE INC.
'Esquire' sales, earnings up in last fiscal year. *17 Je/72*
'Esquire' sales, earnings up in first quarter. *29 Jl/22*
'Esquire' ad honors go to 19 companies. *21 O/37*
'Esquire' earnings rise for fiscal '75 first half. *4 N/78*
'Esquire' sponsors consumer contest. Adbeat. *9 D/68*
'ESSENCE'
'Essence' boosts base, changes company name. (Name changed to Essence Communications Inc.) *16 D/68*
ESSENFELD, IRWIN (author)
How to prepare annual reports: Tips on graphics, organization. *30 D/22*
ESSKAY QUALITY MEAT CO.
Esskay breaks new ad spots. Adbeat. *14 Ja/57*
ESTY, WILLIAM, CO.
Esty & Colgate Palmolive compare commercial effectiveness on Women's Sports Special. Adbeat. *14 Ja/57*
American Chicle brands to Esty. LMN. *4 Mr/53*
R. J. Reynolds assigns new cigaret development project, Lady Winston, to Wm. Esty. LMN. *18 Mr/77*
Winston goes to D-F-S; Esty given Camel line. J. O'Connor. *26 Ag/1*
Chesebrough taps O&M for Hemorr-Aid, Q-Tips. *11 N/76*
Prestone adds O&M; Esty out. *16 D/77*
Scrooge beats Santa to Esty. *23 D/8*
ETHAN ALLEN, INC.
E. Allen sets tv effort; Lees sticking with print. C. Geraghty. *12 Ag/46.* Correction: *26 Ag/210*
ETHERINGTON, EDWIN D. (TED)
Etherington: Better kids' tv ad monitoring system needed. N. Giges. *18 Mr/77*
NARB plan too timid. Editorial. (NARB's proposal to deal with children's ads focuses on individual misleading ads while the real problem is tv's total treatment of children.) *25 Mr/16*
Keep 'open mind' on NARB, Etherington advises critics. *29 Ap/78*
Etherington to resign; Ewen takes NARB post. *27 My/1*
Etherington urges 'aggressive' NARB successor. *3 Je/2*
NARB's next chairman? Editorial. (AA urges NARB's selection committee to succeed Ted Etherington with a committed and skillful chairperson.) *3 Je/14*
Ten who made advertising news in 1974. *16 D/cover*
ETHICON INC.
Ethicon moves ad account to Mel Richman. FTR. *25 F/8*
ETHIOPIAN AIRLINES
Ethiopian Airlines sets ads despite no service to U.S. *21 Ja/54*
ETHNIC MARKET
Nets pick 31 new tv entries; many will have ethnic flavor. M. Christopher. *29 Ap/2*
ETHYL CORP.
Ethyl begins rollout of 3 new additives. *20 My/8*
Granatelli says Ethyl entry good for additive field. *24 Je/4* Correction: *8 Jl/52.*
EUROPE
How to get corporate identity behind the Iron Curtain. W. Landor. *8 Ap/43*
International markets look bright. H. T. Parker. (A specialist looks at developments and trends in Europe and in markets in other parts of the world.) *13 My/53*

Value of overspill media detailed in FC&B study. (Study of European broadcast and print media which cross national borders.) *24 Je/58*
European ombudsman set, direct mail congress hears. *24 Je/58*
'Ghosts' haunt E. Europe ad efforts, but area still promising, Soria says. R. Bechtos. *25 N/3*
EUROPEAN-AMERICAN BANK & TRUST CO.
JWT ads for Euro break as bank absorbs Franklin. *14 O/3*
EWEN, WILLIAM H.
Etherington to resign; Ewen takes NARB post. *27 My/1*
Public interest lost at NARB? Actions so far prove otherwise. (author.) *11 N/17*
EXECUTIVE INDUSTRIES
Executive Industries breaks ads for motor homes. Adbeat. *30 S/87*
EXNICIOS, HUGH B. JR.
New Group asks support to improve kiddie tv ads. *3 Je/65*
EXPO '74
See AMUSEMENT PARKS
EXXON CORP.
Media may create their own credibility gap. *4 F/4*
Oil's credibility gap. Editorials. (Oil cos. need the support of media, Congress and the public, but by arguing that they are in no way to blame for the energy crisis, they are creating a big credibility gap.) *11 F/16*
NAD okays Exxon claim, rules against 3 advertisers. N. Giges. (NAD's January report). *18 F/3*
Exxon reports shortage of oil drums used for shipping. Adbeat. *4 Mr/49*
Argentinians shut daily for Exxon ad on ransom fund. *18 Mr/1*
Gasoline supplies on the rise, but ad efforts are still scarce. T. Rowan. *15 Jl/3*
Top 100 national advertisers 1973 marketing report. *26 Ag/111*
EYE CARE PRODUCTS
Murine 2 rolls out. *11 F/51*
Eyewash entries tout packaging in move to dislodge market leaders. C. Geraghty. *8 Jl/1*

FABERGE, INC.
Faberge introduces purse-size hair spray, new size fragrance dispenser; and two products to Brut line. Adbeat. *30 S/87*
FABRIC SOFTENERS
See LAUNDRY PRODUCTS
FABRICS & FIBERS
A 'class' product, says Wool Bureau in new campaign. *29 Ap/79*
Singer reducing fabric line in retail outlets. Adbeat. *27 My/60*
Uniroyal launches consumer campaign for Naugahyde. LMN. *26 Ag/209*
Textile outlook to improve: Greene. *21 O/76*
Despite price rise, denim still in demand. L. Baltera. *4 N/40*
Golden Touch ads set. *11 N/18*
Union Carbide's Dynel being phased out. *23 D/28*
'FACES'
Ron Fenton intends to launch a general interest photo-oriented mag, 'Faces'. LMN. *18 N/217*
FACIT-ADDO, INC.
IBM keeps cool as Xerox rolls out new typing system. *4 N/70*
Data processing ads set for Facit-Addo effort. *30 D/8*
FACTOR, MAX & CO.
New crayon shape creates a cosmetics boomlet. L. Baltera. *25 F/140*
Dentsu and Max Factor team up in Japanese ad campaign. Adbeat. *25 Mr/103*
Himonas will handle Factor heading new RS&L office. *13 My/8*
Hardwick retires after Max Factor career. *3 Je/32*
Max Factor offers variety of flavored lip gloss. Adbeat. *24 Je/72*
Cristina Ferrare spokesperson for Max Factor. Adbeat. *30 S/87*
NSI says new product moratorium at Hunt-Wesson unit may be over. N. Giges. *18 N/6*
FAIRCHILD PUBLICATIONS
Fairchild delays 'Men's Wear' consumer spin-off. *26 Ap/16*
Fairchild drops 2% agency discount, others believed ready to follow suit. *8 Jl/2*
Fairchild's end to 2% has yet to start trend. T. Allen. *22 Jl/78*
'W' circulation rates up. *7 O/75*
FAIRFAX ADV.
Fairfax places ads for apartment complex. Adbeat. *16 D/72*
FAIRMONT CORP.
Densite campaign set. (Carpet support product.) *2 D/62*
FAIRMOUNT FOODS CO.
Fairmount Foods tests new line of Tacitas tortilla chips. LMN. *7 Ja/53*
FAIRNESS DOCTRINE
Fairness inquiry study asks end to cigaret counter ads. *7 Ja/3*
Wiley: FCC isn't near a ruling on anti-cigaret ads. *14 Ja/8*
Talks could free Cavett's 'radical' show. M. Christopher. *18 F/8*
ABC-TV still fussing with Cavett show, Stevens film. *4 Mr/8*
Fairness gone wacky. Editorial. (Fairness Doctrine need not be stretched to prevent the public from being exposed to varying ideas, as illustrated by ABC's Dick Cavett interview with radicals.) *4 Mr/14*
Nets spurn Phillips tv spot; Amoco sets 'checkers' drive. *11 Mr/1*
TV execs see oil counter ads as primarily a print problem. *18 Mr/1*
Fairness rule will be improved soon. *20 Ap/76*
See FCC reversal of anti-smoking spot rule. *27 My/66*
Paley calls for elimination of fairness doctrine. *10 Je/54*. See also *3 Je/61*, LMN.
FCC vetoes counter ads for most product spots. *1 Jl/1*
Counter ads belong in broadcast ruling: MAP. *19 Ag/3*
FCC begins fairness doctrine position on product commercials. LMN. *2 S/41*
Farm workers ask reply time to Gallo ads. *9 S/31*
Gallo rebuts call for fairness ads. *23 S/113*
FTC's Rosch asks voluntary fairness rule. *23 S/113*
FALK, PAUL M. (author)
Seek trade show accountability. *30 D/23*
FALSE ADVERTISING
See ADVERTISING, MISLEADING
FALSTAFF BREWING CORP.
Falstaff expanding test of returnable 12 oz. bottles. Adbeat. *29 Ap/72*
FAMILIES AGAINST CENSORED TV (FACT)
Consumerists, get out: FACT. *25 Mr/120*
'FAMILY CIRCLE'
'Family Circle' raising ad rates. LMN. *20 My/107*
Packet of tomato seeds offered by 'Family Circle' found to contain marijuana seeds. Adbeat. *27 My/60*
'Family Circle' will guarantee its coupon or order blank ads outpull other mags. LMN. *2 S/41*
'Family Circle' sponsors Women's Pro Tennis tourney. Adbeat. *30 S/87*
'Family Circle' response offer is no barn-burner. *30 S/95*
'FAMILY HEALTH'
Steirman bids for major 'Family Health' stock holdings. *20 My/104*
'FAMILY WEEKLY'
'Family Weekly' grows. *15 Ap/50*
'Family Weekly' reports increase in ad revenue, & circ. dollars. Adbeat. *29 Ap/72*
'Family Weekly' rates up. *24 Je/54*
'Family Weekly' adds six newspapers. *23 S/100*
'Family Weekly' rates rise second time in six months. *21 O/76*
FANNY FARMER CANDY SHOPS INC.
Kurtz & Symon lands Fanny Farmer account. LMN. *21 Ja/73*
'FANS'
'Fans' sports weekly folds. FTR. *3 Je/8*
FAR EAST TRADE PRESS LTD.
Asian book to join 'Modern Medicine.' *8 Jl/63*
FARM EQUIPMENT
Ford sets ads for blowers, tractors. R. Gray. *7 Ja/39*
GE's garden tractor promoted. Adbeat. *11 F/70*
Toro pushes lawn care products & machinery in new ad campaign. Adbeat. *29 Ap/72*
FARM JOURNAL INC.
'Top Operator' published by Farm Journal Inc. will cease publication in April. LMN. *11 Mr/57*
FARM PUBLICATIONS
Ad pages in farm publications for 1973 and 1972. *14 Ja/46*
Meredith magazine backs Doane study. *11 F/51*
Ad pages in farm publications for 3 months, '74 and '73. *15 Ap/48*. Correction to 'California Farmer,' *22 Ap/27, 3 Je/22*
Ad pages in farm publications for six months, '74 and '73. *15 Jl/76*
Ad pages in farm publications for nine months, '74 and '73. *14 O/100*

Specialization keys today's farming, farm publications. M. Kingman. *18 N/104*
Revenues of leading farm publications. *18 N/106*
Ad pages in farm publications for twelve months, '74-'73. *13 Ja. 1975 p. 34*
FARMERS
Smaller radio stations vie for farm ad dollars. N. Howard. *15 Ap/28*
FARMLAND FOODS
Ms. America 1974, Rebecca King doing tv spots for Farmland Foods. Adbeat. *25 N/56*
FASCINATION CANDY CO.
Candy companies merge. (Fascination buys Queen Anne Candy Co.) *17 Je/116*
FASHION
What will '75 fashion colors be? Same as '74—Shortage limits dyes. L. Baltera. *7 Ja/3*
Queen Casuals sportswear sued by Kane, Light & Gladney. *25 Mr/115*
Ad people flood fashion seminars; outside industries' interest grows. L. Baltera. *13 My/3*
L'Eggs to test panties line. LMN. *6 My/81*
Warner's foundation division assigns account to Wells, Rich Greene-Gardner Advertising. FTR. *Je/8.*
'Seventeen' readies tour of fall fashion extravaganza. L. Baltera. *24 Je/60*
'Glamour' store promotions will focus on accessories. *8 Jl/60*
Using fashions? Think big, admen told. L. Baltera. *21 O/75*
Formfit expands apparel lines for new spring push. *4 N/48*
Consumer attitudes bared at '75 style previews. L. Baltera. *2 D/48*
See also MENSWEAR
FAST FOODS
Burger Chef introduces Funmeal total kids dinner. LMN. *7 Ja/53*
McDonalds offers McDividends coupons. LMN. *7 Ja/53*
Citrus group drops plan for fast-food couponing. *21 Ja/12*
Dairy Queen boosts ads; new spots set. *18 Mr/34*
Dunkin' Donuts seeking new agency. LMN. *15 Ap/59*
Menu expansion drive current fast-food tack. *27 My/8*
Fuel shortage is no bar to fast-food growth: Maxwell. (Includes fast food sales and market share by company.) *3 Je/52*
NARB panel judges Hardee's Food System advertising as misleading. LMN. *1 Jl/55*
McDonald's readies move on new full breakfast menu. *29 Jl/55*
Mr. Donut of America offers game vacation booklet. Adbeat. *5 Ag/39*
Hardee's will keep Elliot spots airing. *5 Ag/44*
McDonald's rolls breakfast into Chicago. *12 Ag/57.* See also *26 Ag/206,* Adbeat.
Burger King sets prime time buy. LMN. *12 Ag/57*
Hardee's asks NARB for extension on removal of misleading term in ads. LMN. *12 Ag/57*
McDonald's Corp. pulls radio spots urging customers buy a Big Mac instead of going to the movies. FTR. *19 Ag/8*
McDonald's offers Arctic Orange shake. *19 Ag/10*
Burger King fall ad effort expands 'your way' tack, unveils menu additions. C. Wingis. *9 S/3*
Burger Chef Super Quiz rolls national. *23 S/1*
Whopper vs. McCoy's: Midtown Manhattan as a marketing microcosm. J. O'Conner. *7 O/17*
New commercials for McDonald's breaking. FTR. *14 O/8*
McDonald's invades U.K. via bow of 3,000th unit. M. Maples. *14 O/41*
Carrols coupons help Syracuse sell bus tokens. *14 O/67*
Bonanza shift shocks WRG: all execs mum. *21 O/2*
New McDonald's effort touts service guarantee. M. Maples. *21 O/24*
NARB checking into new Hardee's spots. *21 O/80*
Kid-size Jerry touts offer at McDonald's. *28 O/58*
Burger King tests bacon, lettuce and tomato sandwich. LMN. *28 O/71*
Kentucky Fried Chicken introduces boxed chicken dinner & tests new restaurant. LMN. *28 O/71*
Burger King tests sandwich on a bun. LMN. *28 O/71*
McDonald's in Cincinnati breaks sandwich offer. *11 N/8*
New Dunkin' ad drive built around promotional offers. *18 N/210*
Kentucky Fried Chicken rolls out Little Buckets desserts. LMN. *25 N/53*
Long John chain sets major market expansion. M. Maples. *16 D/29*
McDonald's suing Elias. *16 D/77*
Kentucky Fried Chicken moves new meat dishes into markets. Adbeat. *30 D/32*
See also RESTAURANTS
FAULKNER & ASSOCIATES
Renamed Faulkner-Watkins & Associates, Little Rock, Ark. *29 Ap/59*
FAWCETT PUBLICATIONS
Fawcett not denying merger of 'True' and 'Mechanix Illustrated.' LMN. *20 My/107*
Dunn moves to 'U.S. News' ad post July 15. LMN. *1 Jl/55*
Petersen is set to turn 'True' around; purchase near. B. Donath. *8 Jl/2.* See also *1 Jl/1,* LMN.
Petersen signs contract buying 'True' from Fawcett. LMN. *12 Ag/57*
Fawcett Publications properties may be for sale. LMN. *16 S/89*
FAY'S DRUG STORES
Fay's Drug sets senior citizens offer. Adbeat. *11 N/67*
FAYGO BEVERAGES INC.
Karras carries Faygo message. *14 Ja/28*
Humorous ads are Faygo's answer to competition. (Alex Karras is spokesman.) *18 Mr/12*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
Faygo moves into Chicago Market. *7 O/23*
FEDDERS CORP.
FTC orders Fedders Corp. to stop uniqueness claim in air conditioner ads. FTR. *5 Ag/8*
FEDERAL COMMUNICATIONS COMMISSION
Justice Dept. seeks breakup of newspaper-owned stations. S. Cohen. *7 Ja/1*
TV group asks test of 'commercial' programs. *7 Ja/2*
Fairness inquiry study asks end to cigaret counter ads. *7 Ja/3*
FCC fines KCBQ. *7 Ja/30*
Justice Dept. move disconcerting thrust. Editorial. (AA disagrees with anti-trusters' moves to break up cross-ownerships solely on the basis of economic theory, without any signs of abuse of power.) *14 Ja/12*
Wiley: FCC isn't near a ruling on anti-cigaret ads. *14 Ja/8*
White House unit to ask assistance for cable tv growth. J. Revett. *21 Ja/2*
FCC aproves of cutting nightly prime time hours on local stations. FTR. *28 Ja/8*
FCC refuses Kaiser Broadcasting request for test of program-length commercials. LMN. *28 Ja/61*
Taylor of CBS rails at U.S. broadcast policies. *11 F/2*
FCC to reconsider radio power cut ruling. *11 F/69*
FCC and FTC asked to end inaction on children's advertising. FTR. *18 F/8*
Burch leaving FCC post for White House staff. LMN. *18 F/67*
Richard Wiley appointed FCC chairman. LMN. *25 F/163*
Economy, access ruling worry indy tv producers. *25 F/8* See also LMN p. 163.
FCC denies independents to postpone reduction of prime time. FTR. *4 Mr/8*
Students want ad minutes cut back. *11 Mr/50*
Congress presses FTC, FCC for action on children's ads. *18 Mr/2*
FCC warns stations about promotion contests. LMN. *18 Mr/77*
Wiley tells crackdown plan; Wasilewski hits 'intrustions.' M. Christopher. (Report on the NAB convention.) *25 Mr/3*
FCC will take fresh look at sound level of commercials. FTR. *1 Ap/8*
Fairness rule will be improved soon. *29 Ap/76*
FCC to simplify cable rules. *29 Ap/76*
NCTA asks FCC to take fairness doctrine action against WCBS-TV. FTR. *13 My/8*
Higher ad costs cited by U.S. in media cross-ownership case. J. Revett. *20 My/3.* See also *6 My/8,* FTR.
FCC rules WFAB radio, Florida, should lose license for swindle. FTR. *20 My/8*
Impasse seen on children's ad code; FCC, FTC may act. *27 My/1*
See FCC reversal of anti-smoking spot rule. *27 My/66*
Church asks FCC to hold radio renewals. *3 Je/22*
Talks on reversal of FCC ruling permitting anti-smoking broadcast spots making headway. FTR. *17 Je/8*
Appeals court action on prime time access rule reopens fall tv buying. M. Christopher. *24 Je/1*
FCC tie-in seen on NAB kids' ad code. *24 Je/1*

Justice Dept. presses lonely fight against cross-ownership by media. *24 Je/10*
NAB code changes major breakthrough in kiddie tv hassle. J. Revett. *1 Jl/1*
FCC vetoes counter ads for most product spots. *1 J1/1*
KORK may lose license; WNAC set for renewal. J. Revett. *1 Jl/2*
Abbott Washburn & Glen D. Robinson confirmed as members of FCC. FTR. *1 J1/8*
Group tells FCC: Put ad education into kid tv shows. J. Revett. *29 Jl/2*
NAB defends ad pricing in cross-ownership ease. *29 Ag/3*
Counter ads belong in broadcast ruling: MAP. *19 Ag/3*
FCC begins fairness doctrine position on product commercials. LMN. *2 S/41*
FCC mulling action on cross-ownership issue. *9 S/2*
FTC to move on food ads, Choate says. (Also, FCC plans discussion of children's adv. on tv.) *16 S/38*
NBC deletion of Carson's remarks not illegal: FCC. *16 S/67*
Senate leaves cross-ownership issue to FCC. *16 S/89*
FCC chairman Wiley predicts media cross-ownership decision by year's end. FTR. *23 S/8*
Time for cross-ownership action. Editorial (FCC delays in cross-ownership action are jeopardizing both publishers and broadcasters.) *23 S/16*
FCC tot tv policy to favor voluntary ad cuts. LMN. *7 O/1*
FCC asks to ease rules preventing purchase of 2-yr. old films for pay tv. LMN. *7 O/99*
FCC to urge warnings be used for tv programs. LMN. *14 O/1*
FCC proceedings on media cross-ownership policy undecided by House—Senate. FTR. *14 O/8*
Economy key topic as cable seeks movies. *28 O/8*
FCC okays industry code on tot tv ads. *28 O/8*
FCC warned not to revoke prime time access rule. FTR. *28 O/8*
Ad council's free-tv 'lock' scrutinized. *28 O/72*
A good decision at FCC . . . Editorial. (FCC ruling over advertising on children's television is in the interest of both children and broadcasters.) *4 N/16*
FCC determines if UPI and AP are radio networks. Adbeat. *4 N/85*
FCC nears vote on pay tv movie buying. LMN. *11 N/73*
FCC member raps 'brutal' tv programing. *11 N/75*
FCC rules draft eases some CATV restrictions. LMN. *18 N/1*
AT&T facing twin threats in anti-trust suits. *25 N/1*
Tv violence eyed as networks meet at FCC. *25 N/16*
MCI ready to battle Bell Long Lines for share of business phone market. *2 D/6*
C. of C. exec says FCC and courts 'bully' broadcasters. *2 D/69*
FCC prolongs decision to determine how effective voluntary curbs of violence on tv would be. LMN. *23 D/25*
Newspapers may sue FCC over cross-ownership rule. J. Revett. *30 D/3*

FEDERAL ENERGY OFFICE

FEO concern over energy ads fading; no ban seen. *7 Ja/1*
Much energy-based ad, media pressure appears on the ebb. J. Revett. *4 F/1*
Energy boss warns oil marketers: No gasoline promotion. *12 Ag/1*

FEDERAL TRADE COMMISSION

NARB's Schick ruling highlights secrecy of FTC's regulations role. S. Cohen. *7 Ja/16*
Oilmen rip bid to FTC for proof on energy ads. J. Revett. *14 Ja/1*
Travel agencies hit for ads promoting 'spiritual' voyages. *14 Ja/2*
FTC asked to ban outdoor cigaret ads. LMN. *21 Ja/8*
Engman favors more review units. *21 Ja/56*
Kids' ads code moves ahead, backed by consumerists, industry people. S. Cohen. *28 Ja/1*
Hint FTC may order o-t-c corrective ads. *28 Ja/8*
FTC, NARB ponder wider roles as energy ad claims proliferate. S. Cohen. *28 Ja/16*
FTC issues revised ad substantiation procedure. FTR. *28 Ja/8*
Consumerists favor NARB to head kid tv ad code action. S. Cohen. *4 F/3*
Bristol-Myers claims FTC's ruling on Dry Ban ads 'verges upon libel.' *11 F/3*
FTC called upon to ban misleading brand names. FTR. *11 F/8*
FTC questions effectiveness of advertising regulations. Adbeat. *11 F/70*
'Image' ads protected as free speech Engman says. *18 F/1*
FTC wants disclosure of detergent ingredients. *18 F/8*
FCC and FTC asked to end inaction on children's advertising. FTR. *18 F/8*
FTC lapses; NARB bites. Editorial. (While the FTC is hopelessly enmeshed in procedure and lawyerish quibbling, the NARB is making important decisions and providing clear-cut guidance to creative people.) *18 F/14*
Miles, vitamin group protest corrective ad. LMN. *25 Mr/1*
Lawmakers irked by FTC 'image' stance. *25 F/8*
Push for NARB as kid ad watchdog is encouraging; it's also overdue. S. Cohen. *25 F/10*
FTC will make public more of its operations. *25 F/163*
FTC to order 'toughest yet' corrective ads. *25 F/163*
FTC corrective ad order stirs vitamin industry. *4 Mr/2*
FTC's Rosch says agencies accountable for ad claims. *4 Mr/3*
Court's denial adds to FTC arsenal. *4 Mr/4*
FTC eyes mpg claims; NARB issues ad guides. *11 Mr/1*
FTC's budget memos show new objectives; old targets disappear. S. Cohen. *11 Mr./2*
Food industry structure to be focus of FTC probe. *11 Mr/2*
Congress presses FTC, FCC for action of children's ads. *18 Mr/2*
Rosenthal group's counter ads hit energy company messages. *18 Mr/2*
Sugar Assn. braces for fight on kids' ad code. LMN. *18 Mr/77*
FTC studies staff proposal for massive food ad shakeup. S. Cohen. *25 Mr/1*
FTC narrows debate over kiddie tv ads. *25 Mr/2*
FTC studies role in mileage derby as auto ads ignore EPA ratings. S. Cohen. *25 Mr/6*
FTC's last chance. Editorial. (Instead of moving against individual deceptive advertisers, FTC's new strategy is to move against whole industries.) *25 Mr/16*
FTC revamps ruling on trade practices. *25 Mr/111*
Cost factor should key FTC actions on ad cases: Thompson. S. Cohen. *1 Ap/3*
FTC to take steps on nutritional disclosure on children's tv. FTR. *1 Ap/8*
FTC spells out restrictions to be imposed on interstate land sales. FTR. *1 Ap/8*
New FTC food proposal is less critical of sugar. *8 Ap/1*
Influential Washington mystery man seeks breakup of major industries. J. Revett. *8 Ap/3*
Land sale ads face stricture of GAC case. *8 Ap/53*
FTC says everybody doesn't need milk; hits celebrity ads. *15 Ap/1*
FTC sets consumer priority, wants better ad data input. *15 Ap/3*
Industry concern mounting over FTC-rule-making sessions on ads. S. Cohen. *15 Ap/4*
FTC broadens energy-use investigation. FTR. *15 Ap/8*
Carnation agrees to FTC order on chocolate drink. *22 Ap/6*
Move faster on kids' ad code, activists warn. *22 Ap/8*
Whirlpool agrees to FTC order of air conditioning claims. FTR. *22 Ap/8*
EPA ratings lose favor for false ad suits. *29 Ap/1*
FTC ponders appeal to Dry Ban order; may be too abstract to enforce. *29 Ap/2*
FTC seeks data on food markups from Washington chains. *6 My/2*
FTC may force children's ad issue; commission getting a Harvard look. S. Cohen. *6 My/4*
FTC releasing settlements to Union Carbide & Hercules about warning statements on pesticides. LMN. *6 My/81*
Nixon nominates Harvard grad Nye for FTC vacancy. *6 My/84.* See also *29 Ap/8,* FTR.
FTC set to act on ad code if industry dawdles; Engman. S. Cohen. *13 My/1*
Beltone ads hit with FTC false advertising complaints. FTR. *13 My/8*
Mobil to run ad in dailies; drops tv spot. *13 My/93*
Substantiation for pet food claims is on public record. LMN. *13 My/93*
Kiddie tv code beefed up for FTC meeting. *20 My/1*
Vitamin industry plaints slow, FTC ad order action. *20 My/112*
Impasse seen on children's ad code; FCC, FTC may act. *27 My/1*
Warranty/FTC Improvement Bill vetoes by House commerce committee, and Alaska pipeline bill gives FTC power over deceptive advertising. LMN. *27 My/8*
Nutrition ad pressure grows; U.S. agencies ask disclosure; FTC sugar proposal gets further review. *3 Je/1*

Selective FTC fact-seeking method could color food ad rule outcome. S. Cohen. *3 Je/4*
FTC investigating to overrule laws banning posting & advertising of prescription drug prices. FTR. *3 Je/8*
FTC sets probe of hearing aid field. *3 Je/46*. See also *6 My/81*
Many gripe at proposed ban on premiums; Quaker likes it. *10 Je/1*
See fast showdown on Engman's call for premium ad ban. S. Cohen. (Covers some of the major speeches at the AAF meeting.) *10 Je/1*
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
Chiquita lettuce back in the fridge, United says. J. Revett. *10 Je/3*
Nutrition: Much to learn. Editorial. (Comments on FTC's proposal requiring nutritional information in advertising.) *10 Je/10*
John Schneider, pres. of CBS Broadcast Group urges fair trial for children's adv. regulatory system. LMN. *10 Je/63*
How industry lost the ball on children's tv ads. S. Cohen., (A synthesis of interviews with the key personalities involved in kid tv advertising includes defining the issues, narrating the course of events, and summing up the lessons as the industry participants see them.) *17 Je/3*
Ford, JWT agree to FTC ad strictures. *17 Je/8*
Stage is set for premium ad ban battle. *17 Je/124*
Engman softens demand for children's premuim ad ban. *24 Je/1*
FTC proposals on price ads toughen sale requirements. *24 Je/12*
Branding and nutrition. Editorial (Unless advertising & product quality create consumer brand preferences, advertising cannot tell about a product's merits—nutritious or otherwise.) *24 Je/16*
FTC to ask comment on tv premium ban; other media studied. *1 Jl/1*
FTC food industry probe to include retail pricing. LMN. *1 Jl/1*
Ad industry readies fight on tv ad ban of premiums. *8 Jl/2*
Future of consumer agency darkens as filibuster looms. *8 Jl/3*
FTC files suit against Borden's promotional practices for ReaLemon. FTR. *8 Jl/8*
FTC nears completion of air conditioner energy-use disclosure rule. LMN. *8 Jl/61*
Industry group readies nutrition guides for FTC. S. Cohen. *15 Jl/1*
Sears denies FTC charge of using bait and switch ad. (Also, Borden-ReaLemon sales strategy case.) *15 Jl/2*
Cereal makers readying major premium changes. L. Haugh. *22 Jl/1*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
Public better served by FTC anti-trust pursuit, not ad suits: Thompson. *22 Jl/6*
Court to rule in ReaLemon anti-trust case. *22 Jl/8*
FTC continuing to move on ads by vocational schools. *22 Jl/16*
FTC holds secret consumerist meet. *29 Jl/1*
FTC's ReaLemon Case—are leaders anti-competition? Editorial. (FTC's regulatory concept of excessive advertising could easily be adapted for others in dominant marketing positions.) *29 Jl/14*
FTC go-ahead given to study 500 companies for profitability. LMN. *29 Jl/53*
FTC moves against gas mileage claims of top auto makers. *5 Ag/2*
FTC continuing anti-trust proceedings against Borden's hold on bottled lemon juice market; also FTC orders Fedders Corp. to stop uniqueness claim in air conditioner ads. FTR. *5 Ag/8*
3 Trade assn.'s in recreational vehicle & boating field barred from making forecasts about fuel supplies. FTR. *5 Ag/8*
FTC seeks court injunction to stop egg cholesterol ads. *5 Ag/43*. See also *26 Ag/8*, FTR.
Cholesterol ads defended by egg group. *12 Ag/8*
New nutrition ad offer short on FTC staff goal. *12 Ag/8*
CPSC open-door policy sharp contrast to FTC. S. Cohen. *12 Ag/12*
Rec Groups to stop fuel forecasts in promotional ads. *12 Ag/27*. See also *5 Ag/8*, FTR.
FTC proposes schools prove success claims. *12 Ag/58*
NPSE labels premium ban as 'excessive.' *12 Ag/61*
FTC attacked for 'weakening' deceptive price ad guidelines. *19 Ag/1*
FTC's Thompson raps moves against milk ads. LMN. *19 Ag/1*
FTC bigger warning size study may threaten cigaret ad future. *19 Ag/2*
FTC priority is getting full info, facts in ads, Engman tells lawyers. *19 Ag/4*
FTC begins line-of-business data gathering program. LMN. *19 Ag/51*
Washington mysteries: FTC probe of STP ads and Granatelli's silence. *19 Ag/52*
Senate passes FTC litigation against illegal marketing schemes, and outlaws "pyramid" selling. FTR. *26 Ag/8*
FTC cop-out. Editorial. (FTC conceding to water down guidelines, and tailor laws to suit the appropriate situation.) *26 Ag/12*
FTC ban proposal hurting sales, says premium group. *26 Ag/196*
Public split on proposed ban on tv premium ads. *2 S/15*
FTC finalizes its ruling against Sunoco ad claim. *2 S/26*
FTC case vs. cereal makers stalled by legal maneuvering. J. Revett. *9 S/3*
Group asks 'truth' law, cites movie book ads. *9 S/4*
FTC affirms corrective ads in vitamin suit. *9 S/86*
FTC to move on food ads, Choate says. (Also, FCC plans discussion of children's adv. on tv.) *16 S/38*
Parsons promises egg ruling in October. *16 S/72*
FTC seeking data for tv premium compromise. *16 S/86*
Consumeriest bills lose in both Senate, House votes. *23 S/2*
FTC's Rosch asks voluntary fairness rule. *23 S/113*
Ad limits for sweetened foods cut from latest FTC proposal. *30 S/1*
FTC plaint hits wine ad spending. *30 S/3*
Cracker Jack has alternate premium plan. *30 S/6*
DMMA asks FTC reopen mail hearings. *30 S/8*
Dixon confirmed as FTC member. FTR. *30 S/8* See also *16 S/8*, FTR.
Court bars FTC in Cal. milk ad dispute. *7 O/49*
FTC's anti-trust moves put women in key spots. *7 O/58*
Cracker Jack idea. Editorial. (Manufacturers of Cracker Jack propose an FTC guide on premium offers to children on television.) *14 O/16*
Deregulating competition. Editorial. (Lewis Engman sees in a time of inflation, some regulatory agencies and programs look less attractive to advertising and marketing people.) *14 O/16*
Kellogg arguments reject FTC's proposed kids' premium guide. N. Bristol. *14 O/43*
Appealing to Nostalgia. (FTC members asked to remember their childhood, in reference to kids' premium bans.) *14 O/49*
FTC sets massive study of electric appliance field. *14 O/109*
FTC expected to vote on nutritional ad issue. LMN. *14 O/109*
FTC stress on anti-trust hampering staff's work. S. Cohen. *21 O/10*
FTC, networks agree to 1-year regional ad test. *28 O/2*
Need documentation on kids' premium issue researcher tells meet. N. Green. *28 O/3*
What's wrong with the FTC's complaint against cereal company advertising. W. Huth. *28 O/37*
FTC consent rulings unfair to advertiser Ford claims. *28 O/71*
FTC drops 'consumer warning' ruling for ads. LMN. (FTC orders carpet dealers to refrain from bait and switch tactics.) *28 O/71*
House unit plans hearing to study FTC effectiveness. *4 N/1*
FTC settles GM dispute, but presses Chrysler on its gas economy claims. *4 N/2*
FTC issues complaint forcing oil companies end of joint control of Atlas tires. FTR. *4 N/8*
. . . and hopeful signs at FTC. Editorial. (Tv networks and FTC agree on one-year test to determine if regional advertisers can be worked into network time.) *4 N/16*
Rosch urges admen to follow proposed nutrition rules now. *11 N/1*
No major decline in FTC-handled cases, says Rosch. LMN. *11 N/1*
Car, tire performance claim not typical, makers tell FTC. *18 N/4*
Nutrition disclosure is big hitch in ad guides: Engman. N. Giges. *18 N/8*
Don't abandon nutrition ads. Editorial. (Advertisers who make nutritional ad claims are advised to keep the FTC proposals and guidelines in mind.) *18 N/18*
FTC in-house report: Ad, anti-trust work counterproductive. S. Cohen. *25 N/2*
FTC eases its closed door meeting policy. *25 N/8*
FTC cracks down on 'slack filling'. S. Diamond. *25 N/36*
Ford, VW agree to use EPA's mpg data in ads. *2 D/71*
FTC judge: Listerine must run corrective ads for 2 years. S. Cohen. *9 D/1*
How effective is the new FTC? (View from Capitol Hill by Michael Pertschik, and an industrial view by Samuel Thurm.) *9 D/17*
House-Senate unit to wind up FTC bill debate. LMN. *9 D/73*

Wonder bread suit shapes up as a 'classic'. J. Revett. *16 D/1*
New FTC powers will include fines, tough policing tools. S. Cohen. *16 D/1*
Shampoo execs balk at FTC data interpretation. *16 D/78*
Chevron ads misled, played on 'anxieties': FTC. *23 D/1*
Congress passes bills on FTC, mail, outdoor. *23 D/2*
Chasing the wrong villain? Editorial. (FTC's anti-trust case against ITT-Continental Baking may be unjustified because Continental needs increased bread advertising to keep pace with the private label competitors.) *23 D/6*
Appeals likely after FTC's Chevron rule. *23 D/31*
Promoting self regulation. Editorial. (Warranty/FTC Improvement Bill indicates Congress is eager to encourage self-regulation.) *30 D/6*
U.S. actions on 2 products cripple C.E.B. *30 D/12*. See also *16 D/8*, FTR.
FTC urges Mobil home marketers to provide repair warranties on homes. FTR. *30 D/12*
FTC gives companies an extension for reporting ad costs. LMN. *30 D/25*

FEDERAL TRADE COMMISSION — REGIONAL OFFICES
Regional offices react to Engman, act on 23 cases. *11 F/66*
FTC to order 'toughest yet' corrective ads. *25 F/163*
FTC corrective ad order stirs vitamin industry. J. Revett. *4 Mr/2*
FTC 'cure' is worse. Editorial. (AA disagrees with the FTC corrective ad ruling imposed upon Wasem's Inc., Seattle vitamin manufacturer.) *11 Mr/14*
FTC unit asks stations help in monitoring ads. *29 Jl/2*
Emerling to head FTC office in Los Angeles. *19 Ag/42*
FTC regional unit sets protein products probe. *26 Ag/215*
FTC's anti-trust moves puts women in key spots. *7 O/58*

FELDMAN & ASSOCIATES
Hoffman adding Chicago's Feldman. *4 F/52*

FELDSCHLOSSEN BREWERY
Ex Bier now in New York: Gablinger's will try again. *24 Je/8*

FEMININE HYGIENE PRODUCTS
P&G sets market for Rely, its first tampon entry. LMN. *28 Ja/1*
Competitors react as P&G breaks Rely ads. L. Edwards. *25 F/1*
Vick in test markets with Dismiss douche. LMN. *4 Mr/1*
Code board to field comparative ads. M. Christopher. *15 Ap/12*
International Playtex reintroducing imporved Playtex tampons. LMN. *10 Je/63*
How Lasker maneuvered for Kotex as acceptance in 'Ladies' Home Journal.' T. Adams. *17 Je/107*
Rely wins No. 2 test market spot; Kimberly-Clark may be big loser. L. Edwards. *1 Jl/3*
Bristol-Myers tests powder Feminique personal cleanser. LMN. *15 Jl/85*
Playtex tests Made to Measure, Feminine Towelettes, and Better Way bathroom tissue. LMN. *22 Jl/75*
J&J aims at youth market with new 'o.b.' tampon entry. *16 S/3*
Kimberly Clark testing Kotex Light Days. LMN. *16 S/89*
New disposable douches enter market in wake of Summer's Eve success. L. Haugh. *30 S/1*

FENTON, RON
'Pleasure' planned. *28 Ja/66*
Ron Fenton intends to launch a general interest photo-oriented mag., 'Faces'. LMN. *18 N/217*

FERRISS, DAVID (author)
11 ways to get the most out of your advertising agency. *1 Jl/40*

FIAT MOTOR CO.
Fiat moves account to Carl Ally. LMN. *12 Ag/57*
Fiat of Australia consolidates advertising at Grey. LMN. *11 N/73*

FIELD, MILTON (author)
UPC symbol — what it does, how it looks, what you do. *29 Ap/31*

FIELDCREST MILLS, INC.
Joe Namath advertising for Fieldcrest bath collection. Adbeat. *4 F/53*

FIELDS, JERRY
Ad people mirror vox populi on Nixon and Watergate. *8 Ap/10*

FILBERT, J. H., CO.
Filbert going for top market spot in meat extender fray. V. Adams. *14 Ja/1*

FILM PRODUCTS CO.
Revamped Take-12 is readied for fall launch. *19 Ag/16*

FILMS
Xerox film depicts Hall shop at work. *27 My/66*
Niles' L&M film wins top award at festival. *3 Je/54*
The computer comes to your aid in film editing for tv or promotion movies. R. Konikow. *22 Jl/52*
Ralston Purina, WRG team up to test a new 16 mm stock. A. Bellaire. *12 Ag/34*
Film shorts can lure steady cable viewers, study finds. *9 S/35*
Mandlinfilm distributing tv commercial production film, using 7Up as example. Adbeat. *23 S/107*

FILMWAYS INC.
Filmways Inc., buys Grosset & Dunlap. *21 O/8*

FINANCIAL ADVERTISING
Financial ads contributed nearly $183 million to '73 newspaper ad revenues. Adbeat. *4 Mr/49*
H. Ross Perot flounders in advertising matters, too. *11 Mr/34*
Moore & Schley predicts as little as 2% ad growth this year. Adbeat. *25 Mr/103*
NYSE sets $1,500,000 tv, print campaign. *25 Mr/108*
Middle management not keen about corporate ads: Cloke, *13 My/32*
Sun Oil launches new ad campaign directed toward financial community. FTR. *10 Je/8*
Four markets get Citicorp's new 'financial center' plan. T. Allen. *21 O/99*
SEC's latest rulings on mutual funds expected to bring rise in ad efforts. *11 N/12*
See also BANKS & BANK ADVERTISING
BROKERAGE HOUSES
STOCKS

FINDUS INTERNATIONAL
Findus, Sanitas launch ad drives in U.K. markets. *4 N/82*

FINEGAN, JAMES W.
Finegan disputes reports of Gray & Rogers difficulties. *28 O/76*

FINNAIR
Finnair using spot tv, radio & magazines for ad campaigns. Adbeat. *29 Ap/72*

FIREMAN'S FUND AMERICAN INSURANCE COS.
Fireman's Fund signs as WFL sponsor. LMN. *15 Ap/1*

FIREPLACES
Heatilator Fireplace Division advertising fireplaces as tie-in with energy crisis. Adbeat. *27 My/60*

FIRESTONE TIRE & RUBBER CO.
Firestone breaks second shot of its 'gas saver' radial tire campaign. FTR. *4 Mr/8*
Firestone pushes new tire into Southern California market. Adbeat. *25 Mr/103*
New Firestone tire due for '76 autos. *29 Ap/79*
Firestone dealers add Frigidaire appliances. *13 My/55*
Kevin McCarthy in ad campaign for Firestone. Adbeat. *27 My/60*
Costs dictated demise of race tires: Firestone. T. Rowan. *19 Ag/2*
Goodyear to keep racing sponsorship. *26 Ag/16*
Top 100 national advertisers 1973 marketing report. *26 Ag/112*
Firestone Forever battery gets push. *2 D/65*
Firestone Tire & Rubber Co. tests soft rubber studless winter tire. LMN. *9 D/73*
Tire makers push replacement sales. AA Roundup. *30 D/1*

FIRST AMENDMENT
Oilmen rip bid to FTC for proof on energy ads. J. Revett. *14 Ja/1*
'Image' ads protected as free speech Engman says. *18 F/1*
Warning on Nader's victory. Editorial. (Responsible free speech and honest information should not be suppressed in the guise of professional ethics.) *8 Ap/14*
High Court rulings weaken advertisers' access demands. *1 Jl/3*
Media victories and media responsibilities. Editorial. (Media owners must recognize a responsibility to provide fairness and openness to those with differing views.) *8 Jl/14*
Advertisers: Don't let liberty become license. V. Royster. *9 D/41*

FISH
See SEAFOOD

FISHER BODY DIVISION
See GENERAL MOTORS CORP.

FISHER, HERBERT
Herbert Fisher files personal bankruptcy. FTR. *9 D/8*

FISHER-PRICE TOYS
Fisher-Price sets push for doll line. *8 Jl/49*
Quaker sees lower Yule sales for toys. *18 N/217*
FISHER, WALTER C.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Fisher.) *18 N/198*
FLAGS
The flag is still a pleasant sight. S. Bernstein. (SRB comments on the pride and symbolism behind the American flag.) *1 Jl/16*
FLAVOR VALLEY BEVERAGES
Comics give quality image: Flavor Valley. *1 Jl/30*
FLEER CORP.
Fleer's improved gum launched without ads. *7 O/83*
FLEET, C. B., CO.
Code board to field comparative ads. M. Christopher. *15 Ap/12*
New disposable douches enter market in wake of Summer's Eve success. L. Haugh. *30 S/1*
'FLEET MANAGEMENT NEWS'
Renamed 'Fleet Products & News.' *22 Jl/72*
FLEMING BOTTLE & JUG CUTTER INC.
Believe our ad? 'It ain't so!' *2 S/38*
The unkindest cut. Editorial. (Fleming Bottle & Jug Cutter tv commercial shows that media should be aware of products and their ad claims before allowing misleading advertising to be exposed.) *9 S/16*
'FLEXOGRAPHY'
Publisher reports merged trade books exceed forecast. *4 N/90*
FLOOR CARE PRODUCTS
Johnson gives Step Saver to FC&B, Glory to Burnett. *27 My/6*
Texize Chemical one-step floor care product withdrawn from market. Adbeat. *3 Je/57*
Scott's Liquid Gold introduces aerosol floor stripper. LMN. *17 Je/123*
Ameican Home Products Boyle-Midway tested floor care entry, but withdrew it from market. Adbeat. *19 Ag/47*
American Home repositioning Aerowax. LMN. *16 S/89*
Sterling testing new Beacon floor finish. LMN. *30 S/91*
S. C. Johnson seeks to bolster profits via personal care moves. N. Howard *28 O/2*
FLOORING
Congoleum launches new campaign. Adbeat. *14 O/116*
Kentile Floors introduces Kensquint flooring. Adbeat. *4 N/85*
See also CARPETS & RUGS
FLORIDA
Crisis nudges Cold Power back to cold water. (Also covers stories in other energy-related areas.) *14 Ja/4*
Florida Power & Light Co. not promoting increased use of electricity. Adbeat. *14 Ja/57*
Eastern Air Lines and Florida team up in co-op newspaper campaign. LMN. *14 Ja/61*
Jacksonville CofC takes on Atlanta in development push. *14 O/75*
FLORIDA CITRUS COMMISSION
Citrus group drops plan for fast-food couponing. *21 Ja/12*
Florida Citrus hikes grapefruit advertising budget. *11 Mr/12*
Correction: *25 Mr/104*
Kellogg & Citrus Commission schedule joint campaign. Adbeat. *25 Mr/103*
Citrus group to review agencies' latest offerings. LMN. *15 Ap/1*
Tinker retains grapefruit in stormy citrus board session. *22 Ap/1*
Citrus group sets budget: $27 million. *1 Jl/8*
General Mills & Florida Citrus plan tie-in promotion. Adbeat. *16 S/92*
Cathy Rigby advertising for Florida Citrus Commission. Adbeat. *7 O/94*
Florida Citrus does tv spots in Canada. *21 O/31*
Citrus group to push restaurant juice in test. *11 N/70*
Florida Citrus Commission breaks newspaper ads for juices. LMN. *25 N/53*
Fla. Citrus consolidates at Dancer; Tinker out. *23 D/8*
Coca-Cola asks Florida Citrus Commission for rights to market low citric acid orange juice. LMN. *23 D/25*
FOGELSON, SEYMOUR (author)
Retail advertising, restless giant, gets itself moving. *30 S/29*
FOOD & DRUG ADMINISTRATION
FDA's preliminary list bolsters Vick, Sterling cough & cold products. J. Revett. *11 F/1*
GMA fights new food bill consumerist amendments. *25 F/150*
FDA seeks backup for 'allergy tested' cosmetics. LMN. *25 F/163*
Searle to spring super sweetener. L. Edwards. *18 Mr/1*
Morton Lite corrective ads avert recall. *22 Ap/8*
Nutrition ad pressure grows; FTC sugar proposal gets further review. *3 Je/1*
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
FDA uses nutritional labeling as first public service campaign. FTR. *10 Je/8*
FDA mulling label rule for over-nutrition. *17 Je/123*
FDA may run corrective ads to doctors on drug claims. *22 Jl/38*
Searle given FDA go-ahead to introduce its sweetener. *29 Jl/8*
Groups urge FDA limits on cereal sugar content. *5 Ag/6*
FDA panel report may mean trouble for deodorant soaps. *12 Ag/6*. See also *5 Ag/8*, FTR.
Drug makers ask FDA unit to okay remedies on market. *23 S/57*
Future cloudy for cyclamate. *23 S/80*
Ad limits for sweetened foods cut from latest FTC proposal. *30 S/1*
FDA antiperspirant unit reports clouds future of Sure, others. J. O'Connor. *25 N/1*
Whitehall pulls two products. *25 N/54*
B-M's 'no zirconium' ad encounters own problem. *16 D/8*. See also *9 D/1*, LMN.
Zirconium warfare. Editorial. (Bristol-Myers is wrong to attack competitors with a rush of reassurance to the public their product contains no zirconium, when the FDA considers zirconium only an ingredient under suspicion.) *16 D/12*
P&G rolls out data for FDA probe into antiperspirant risks. *23 D/2*
U.S. actions on 2 products cripple C.E.B. *30 D/12*
FDA hopeful for court test of new freedom-of-information regulations. FTR. *30 D/12*
FOOD INDUSTRY
New product introductions in food industry tallied. Adbeat. *28 Ja/57*
INAE hears food exec give encouraging news: 'We're back on ad track'. V. Adams. *4 F/3*
Food retailers increase advertising budgets. Adbeat. *4 F/53*
Food industry resists passage of safety legislation. FTR. *18 F/8*
GMA fights new food bill consumerist amendments. *25 F/150*
Food industry structure to be focus of FTC probe. *11 Mr/2*
Consumers think high food prices Uncle Sam's fault. *11 Mr/62*
FTC studies staff proposal for massive food ad shakeup. S. Cohen. *25 Mr/1*
New FTC food proposal is less critical of sugar. *8 Ap/1*
Industry concern mounting over FTC rule-making sessions on ads. S. Cohen. *15 Ap/4*
Food men's cross-coupon use growing. *15 Ap/27*
Morton Lite corrective ads avert recall. *22 Ap/8*
Food people are villains in 'Times' writer's book. N. Giges. *22 Ap/38*
Changes in food distribution have been made due to the energy crisis, David Guerrant says. Adbeat. *6 My/78*
GF nutrition ad series may go national after test. *27 My/2*
Nutrition ad pressure grows; U.S. agencies ask disclosure; FTC sugar proposal gets further review. *3 Je/1*
Selective FCT fact-seeking method could color food ad rule outcome. S. Cohen. *3 Je/4*
FTC food industry probe to include retail pricing. LMN. *1 Jl/1*
Industry group readies nutrition guides for FTC. S. Cohen. *15 Jl/1*
Lehman Brothers charts earnings of food marketers. Adbeat. *22 Jl/71*.
Canada food study seeking impact of ad costs on prices. *29 Jl/50*
In efforts to trim costs, don't shun consumerists. S. Cohen. (Consumers' opinions important when reviewing auto & food industry.) *9 S/12*
Print's power lies in selectivity, cost, MPA meeting hears. (Panel sessions included comments on food, travel and liquor.) *16 S/2*
FTC to move on food ads, Choate says. *16 S/38*
Ad limits for sweetened foods cut from latest FTC proposal. *30 S/1*
Moss asks study of inflationary elements of UPC. LMN. *30 S/91*

'Better' institutional food packaging takes on today's consumer look. W. Margulies. *7 O/66*
Business sees no ill effects from Ford anti-inflation plan. J. Revett. *21 O/1*
Food prices won't slow, study says. *21 O/1*
Rosch urges admen to follow proposed nutrition rules now. *11 N/1*
Multifoods execs see few long-term changes in food buying. L. Edwards. *11 N/30*
Nutrition disclosure is big hitch in ad guides: Engman. *18 N/8*
Don't abandon nutrition ads. Editorial. (Advertisers who make nutritional ad claims are advised to keep the FTC proposals and guidelines in mind.) *18 N/18*
Consumer need, price-value to be market basics: Bauman. *25 N/43*
Grocery trade dealing as a way of life. A. Berry. *9 D/52*
French weekly sets report on food situation. *16 D/70*
See also CONVENIENCE FOODS
LABELING, PRIVATE
NUTRITION
SUGAR

'FOOD MERCHANTS ADVOCATE'
NY Food Merchants Assn. jubilant over repeal of 7% state shipping tax. Adbeat. *27 My/60*

FOOD WRAPS
Multi-media ads set on price cuts of Reynolds Wrap. *21 Ja/73*
Reynolds Metals tests Fancy Foil wrap. LMN. *29 Jl/53*
Alcoa to drop its foil wraps; Reynolds will stay in market. *26 Ag/8*

FOODMAKER INC.
Menu expansion drive current fast-food tack. *27 My/8*

FOODWAYS NEW YORK INC.
Newspaper promotion for Weight Watchers frozen dinners & lunches, begun by Foodways, NY. Adbeat. *2 S/44*

FOODS, FROZEN
Mrs. Smith's pies to get tv. *21 Ja/10*
Mrs. Paul's introduces frozen deviled clams. Adbeat. *28 Ja/57*
Swift frozen flavored beef patties in test. *28 Ja/54*
Booth Fisheries introduces frozen Shrimp Sticks. LMN. *4 F/49*
Kraft Foods Ltd. extends frozen food line in Britain. LMN. *11 F/65*
Mrs. Paul's Kitchens break frozen foods campaign. Adbeat. *18 F/70*
Stouffer spaghetti bows. *25 F/161*
Libby reaches agreement on sale of frozen units. *8 Ap/53*
Green Giant testing frozen Bake-A-Dinner. LMN. *29 Ap/1*
Sara Lee introduces frozen baked goods thru national campaign. LMN. *29 Ap/75*
Libby agrees to sell Libbyland dinner line. *13 My/55*
Winter Garden expands via Libby agreement. *27 My/6*
Mrs. Paul's entries add do-it-yourself. *1 Jl/4*
C&W Frozen Foods conducts test effort outside regular marketing area. Adbeat. *1 Jl/53*
Heinz brand frozen potato entries in test. LMN. *8 Jl/1*. See also *29 Jl/53*, LMN.
Pet unit tests frozen bread, breakfast fare. (Also, Mountain Pass adds to Old El Passo line.) *29 Jl/55*
Sara Lee readies tv, print efforts for two new lines. *19 Ag/49*
Holloway drive readies. L. Edwards. *26 Ag/1*
Campbell adds fish item. *16 S/16*
Ronzoni adds frozen items in New York. *30 S/10*
Hormel enters frozen food market. LMN. *7 O/99*
Nefco going consumer with Ship Ahoy frozen fish line. (Also, Nefco launches ad effort for Kitty cat food.) *14 O/8*
'Reader's Digest' carries special frozen food ad section. Adbeat. *14 O/116*
Norton Simon to buy SeaPak from Grace. *21 O/38*
Welch, Pillsbury ready first frozen donut items. L. Edwards. *11 N/1*
Bread dough sales counter frozen foods slump. L. Edwards. *25 N/3*
TWA's Ambassador Foods tests Mrs. Brady's Great Little Meals frozen convenience entree. FTR. *25 N/8*
Land O'Lakes tests five frozen turkey products. *25 N/43*
Green Giant tests Sauce Frosted frozen vegetables. LMN. *25 N/53*
General Foods tests variety of frozen vegetables. LMN. *16 D/77*
See also BOIL-IN-BAG ENTREES
CONVENIENCE FOODS
JUICES

FOOT CARE PRODUCTS
Combe Inc. introduces foot deodorizers. LMN. *14 O/109*

FOOTBALL
See SPORTS

FOOTE, CONE & BELDING COMMUNICATIONS, INC.
Toyota account at FC&B, London. LMN. *25 F/163*
Noxell shifts $2,000,000 Lestoil to FC&B. LMN. *18 Mr/1*
FC&B income up 80% *18 Mr/56*
FC&B experiments with transactional analysis. Adbeat. *8 Ap/61*
FC&B billings, income hit record levels in '73. *15 Ap/63*
United California Bank consolidates ad account at FC&B. FTR. *29 Ap//8*
Johnson gives Step Saver to FC&B, Glory to Burnett. *27 My/6*
Profit outlook hazy, report Grey. FC&B. *3 Je/28*
Hall & Levine finds 'marriage' works. *10 Je/30*
Paul Griffin, FC&B, shifts headquarters. LMN. *24 Je/69*
Merger between Honig-Cooper& Harrington and Foote, Cone & Belding labeled as "just talk,". FTR. *1 Jl/8*
Foote, Cone buys into French shop. *8 Jl/61*
Heinz' Ore-Ida Foods subsidiary moves frozen potatoes to Foote, Cone & Belding. LMN. *29 Jl/53*
Grey posts profit gain, Needham, FC&B down. *12 Ag/61*
Majority like 'controversial' tv fare, FC&B study finds. *26 Ag/205*
More Y&R expansion: Rives, Dyke; Foote, Cone set to acquire Honig. *2 S/2*
FC&B's Frankfurt office handling German tourist offices. LMN. *23 S/111*
As profits fall in France, so do ad budgets: FC&B exec. *7 O/99*
FC&B Communications income lower in first nine months '74. FTR. *28 O/8*
O&M reports earnings rise, int'l hampers JWT quarters. *11 N/2*

FOOTE, CONE & BELDING INTERNATIONAL
Value of overspill media detailed in FC&B study. *24 Je/58*

FORBES ADVERTISING
Suit charges Myles Corp. in agency kickback scheme. *29 Ap/8*

FORBES INC.
'Forbes' revenues up. *7 Ja/58*
Forbes riding high — in balloon and otherwise. J. O'Gara. *18 Mr/70*
'Forbes' rates to rise. *9 S/8*
Arabic 'Forbes' set. *30 S/18*
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3*

FORBES, MALCOLM S.
Forbes plans non-stop Atlantic flight in balloon. *30 S/96*

FORD ADMINISTRATION
President Ford's challenge. Editorial. *12 Ag/1*
Ads pared for net coverage of resignation; NBC cut all. M. Christopher. *12 Ag/1*
Ford facing first test on consumer agency bill. S. Cohen. *19 Ag/1*
Ad execs differ on Ford, inflation. M. Christopher. *19 Ag/2*
N.Y. broadcast women ask President to dismantle. OTP. *19 Ag/6*
Word from White House: Slow down on spending. *9 S/1*
Open letter to President Ford. S. Bernstein. (SRB suggests to President Ford that U.S. Savings Bonds be sold to the public as a measure to curb inflation.) *9 S/16*
Consumer unit vote set; Ford to see leaders. *16 S/89*
Berstein savings bond proposal gains support. *30 S/4*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
'Ford Letters' is banned in Boston — 'Globe,' that is. *7 O/104*
New ads to carry 'WIN' theme; button donations are rolling. *14 O/3*
B&B unit creates WIN campaign in five busy days. *21 O/1*
Business sees no ill effects from Ford anti-inflation plan. J. Revett. *21 O/1*
A balanced approach needed. Editorial. (Success in coming to grips with inflation and recession depends on the attitudes of consumers and business men toward Presidential policies.) *21 O/16*
Ford urges bond drive. *21 O/102*
National tells buyers: Avoid costly sugar, try artificials. *28 O/2*
Bicentennial, WIN items highlight premium show. *28 O/8*

New Congress to be reform-minded; inflation, energy, social issues on tap. S. Cohen. *11 N/2*
Greenland to Ford: Set up U.S. market director post. R. Gray. *11 N/73*
WIN themes abound as admen heed Ford's plea. AA Roundup. *18 N/3*
WIN ads stymied by cash shortage. J. Revett. *25 N/1*
Dems attack Ad Council's WIN ad plans as 'partisan'. *2 D/3*
Whip up the WIN drive. Editorial. (WIN theme has public appeal, and should be encouraged as an incentive to spend wisely.) *2 D/16*
White House WIN ad plan losing steam. *9 D/3*
New Orleans ad agency mails WIN buttons to company heads. Adbeat. *16 D/72*

FORD, HENRY II
Newsmen get Henry Ford's economy plan. *16 D/82*

FORD MOTOR CO.
Ford sets ads for blowers, tractors. R. Gray. *7 Ja/39*
Petersen awards Car of the Year to Ford's Mustang II. FTR. *21 Ja/8*
Auto ad plans becoming flexible; Ford sets Gran Torino Elite bow. R. Gray. *28 Ja/2*
White buys Philco line. *28 Ja/8*. Agreement terminated *25 Mr/117*.
JWT will get new Ford car. *4 F/50*
Ford is first energy-crisis-caused net tv pullout. LMN. *4 F/1*
Ford shifting ad funds to small autos; Iacocca may pool divisions' efforts. R. Gray. *18 F/1*
Chrysler drops 2 'muscle' cars and Ford reveals names of luxury compacts. FTR. *18 Mr/8*
Ford shift of ad dollars to smalls part of flexibility move: Morrissey. R. Gray. *1 Ap/2*
Ford service drive success laid to 'under-advertising.' *1 Ap/58*
What's up? Downs — for Ford, anyway. J. O'Connor. *8 Ap/6*. See also *11 Mr/57*.
Ford to offer its SuperCab pick-up truck. *6 My/2*
Ford, JWT agree to FTC ad strictures. *17 Je/8*
Allen tells Ford Mr. Know It All is his property. *1 Jl/60*
Granada, Monarch to star in '75 Ford, Mercury advertising efforts. R. Gray. *29 Jl/2*
FTC moves against gas mileage claims of top auto makers. *5 Ag/2*
Ford boosting ad expenditures in 75 model year. FTR. *5 Ag/8*
Top 100 national advertisers 1973 marketing report *26 Ag/114*
Ford campaign features reason why. R. Gray. *16 S/6*
Ford set to use new EPA mileage data. *23 S/111*
Lincoln-Mercury touts value for compact line, luxury for other models. R. Gray. *30 S/2*
Ford loaders, excavators in first ad drive. *21 O/12*
Detroit gearing for ad counterattack to battle sales slump. R. Gray. *28 O/1*
FTC consent rulings unfair to advertiser Ford claims. *28 O/71*
Detroit rolls out quickly with 'buy now' ad efforts. R. Gray. *11 N/1*
Car, tire performance claim not typical, makers tell FTC. *18 N/4*
Ford stresses dealer, quality in truck ads. *18 N/22*
Auto makers, others, back 'buy' drives. *25 N/53*
Ford puts ad director in top market job, shifts others. R. Gray. *2 D/1*
Ford, VW agree to use EPA's mpg data in ads. *2 D/71*
Ford Motor Co. to dissolve its marketing unit. F. Gawronski. *9 D/73*
Newsmen get Henry Ford's economy plan. *16 D/82*
Ford rejects idea of 1975 model price cuts. LMN. *23 D/25*

FOREMOST-McKESSON INC.
Foremost unit bread mix out. *9 D/26*

FORMFIT ROGERS
Formfit expands apparel lines for new spring push. *4 N/48*

FORMOSA SPRING BREWERY
New Diamond lager out. *22 Ap/64*
Agency shift seen after Formosa sale. *29 Jl/25*. See also *22 Jl/75*, LMN.

FORREST BREWING CO.
See RHEINGOLD BREWERIES INC.

FORT HOWARD PAPER CO.
Fort Howard Paper Co. tests line of paper products. FTR. *2 D/8*. Correction: *9 D/8*.

FOSTER ADVERTISING
Foster forms units. *13 My/58*

FOSTER, DAVID
A conversation with David Foster. R. Crain. (First of 2 parts.) *25 N/27*
Inside Colgate marketing policy: How it looks from the top. R. Crain. (Last of 2 parts.) *2 D/36*

FOSTER GRANT CO.
Foster Grant tells customers: 'Use less.' S. Feldman. *4 F/27*
The plot thickens as Foster Grant goes to a big, new sales meeting. M. Edwards. *9 S/56*
Foster Grant uses nostalgia for polystyrene print drive. *4 N/39*
How FG became the sunglasses of the tsars. M. Edwards. *11 N/17*

FOSTER & KLEISER DIVISION
Daylight time is hurting circulation of outdoor. J. Forkan. *21 Ja/1*
Foster & Kleiser seek clarification of client refund policy. Adbeat. *4 F/53*
Foster & Kleiser break posters encouraging car pooling to save gas. Adbeat. *1 Ap/51*
Cal. cops test outdoor as a speed limit aid. *8 Jl/3*
F&K to light outdoor signs before dawn. *14 O/8*
F&K reported to be target of U.S. anti-trust investigation. J. Forkan. *23 D/1*

FOSTER POULTRY FARMS
Chicken marketers broaden ad efforts. *24 Je/20*

FOXWORTH, JO (author)
Like pharaohs, you now can plan ahead for yourselves. (JF describes the latest gift ideas — a coffin to be used temporarily as wine rack, gun rack, etc.) *11 F/40*
You're cordially invited to an over-40 Streak-Out — no perfect bodies, please. *8 Ap/44*
D'devil may make every one do it as 'Boss Baddie' gains fame. *20 My/88*
Bisexual chic is here — 'making new markets, playing havoc with others.' *8 Jl/36*
Yesterday's Alpo — it's East side, West side, all around the town. *25 N/34*

FOY-JOHNSON PAINT CO.
Foy-Johnson Paint introduces scented herbal paint. Adbeat. *21 Ja/58*

FRAGRANCE FOUNDATION
Revlon's Charlie leads fragrance award winners. *17 Je/88*
Fragrance list published. *14 O/99*
Fragrance 'copier' offers famous scents, low price. M. Maples. *11 N/21*
Test strategy and product, fragrance meeting is told. *11 N/75*

FRAGRANCES
Revlon adds to Charlie line. FTR. *21 Ja/8*
Led out with panache, Charlie pays off in sales. L. Baltera. *18 Mr/29*
Myrurgia increased ad frequency. Adbeat. *25 Mr/103*
Dana's Tabu violinist returns in promo. Adbeat. *8 Ap/61*
Arden sets Paris unit. *20 My/10*
Admen attack cosmetics industry; urge more top positions for women. L. Baltera. *10 Je/3*
Sex and sexuality. Editorial. (Revlon's highly successful selling approach stresses sex & sexuality, but there's more than one way to sell cosmetics & fragrances.) *17 Je/16*
Revlon's Charlie leads fragrance award winners. *17 Je/88*
Get rich and/or smell like a rose. D. Neff. (Neff claims the country's gone smell crazy and lists some of his own odor-related new product ideas.) *24 Je/46*
New perfumes named for American designers. *8 Jl/46*
L'Eggs Products & Dana Perfumes join in hosiery promotional effort. Adbeat. *15 Jl/87*
Yardley introduces Daylight Encounter cologne. Adbeat. *29 Jl/46*
Court invalidates perfume trademark for low sales. S. Diamond. *12 Ag/31*
Frankincense & Myrrh perfume oil and cologne spray ads breaking in Oct. Adbeat. *12 Ag/50*
Four new essences to expand 'The Thing' line. *19 Ag/52*
Revlon faith in Charlie buoyed by retail support. L. Baltera. *9 S/38*
Fragrances to take 'sensible' ad approach. *23 S/109*
Faberge introduces purse-size hair spray, new size fragrance dispenser; and two products to Brut line. Adbeat. *30 S/87*

Fragrance list published. *14 O/99*
Test strategy and product, fragrance meeting is told. *11 N/75*
Fragrance 'copier' offers famous scents, low price. M. Maples. *11 N/21*
Revlon Inc. changes name of Verissa fragrance to Cerissa. Adbeat. *11 N/68*
Hermes gains Saks support for scent spots. *16 D/34*
Scents, Face treatments record biggest industry sales gains; Maxwell. M. Synon. *23 D/4*
FRAM CORP.
Guidelines emerge as NARB rules out Fram ad 'puffery.' N. Giges. *18 F/1*
Fram Corp. and SFM Media buy time on NBC-TV bulletin of Henry Aaron's famed #714 and #715. Adbeat. *25 F/154*
Sports specials vehicle created by SFM Media Service Corp. will expand. Adbeat. *20 My/103*
FRAME HOUSE GALLERY INC.
Leo Burnett agrees in principle to acquire Frame House Gallery Inc. FTR. *6 My/8*
FRANCE
BBDO Int'l buys Chevalier shop. *18 F/71*
C.L.M. Advertising Agency, Paris films commercial for Europe in Mississippi. Adbeat. *1 Ap/51*
Foote, Cone buys into French shop. *8 Jl/61*
S. S. France to be retired at end of September. Adbeat. *15 Jl/87*
French tv revamp seen prelude to more ad time. J. Gee. *22 Jl/2*
Consil shop hikes client's sales via a new market segment ....cats. R. Bechtos. *29 Jl/22*
France breaks up radio-tv agency, sets separate units. *12 Ag/62*
As profits fall in France, so do ad budgets: FC&B exec. *7 O/99*
Broadcasting posts filled for French system. J. Gee. *14 O/68*
French media combine. *21 O/96*
K&E's French unit merging with Synergie. R. Bechtos. *9 D/2*
French weekly sets report on food situation. *16 D/70*
French crane manufacturer hoists teaser ad campaign. *30 D/4*
ALBERT FRANK-GUENTHER LAW, INC.
Clarion Corp. names Albert Frank-Guenther Law as agency. FTR. *3 Je/8*
FRANK, CLINTON E. INC.
Donald Rutz seen assuming Clint Frank presidency. LMN. *18 Mr/1*
Rutz, Gross get top posts at CEF. *3 Je/8*
Clinton E. Frank states it has retained Quasar Electronics, while Quasar denies making a decision. FTR. *12 Ag/8*
Shops question search as Quasar retains Frank. T. Rowan. *26 Ag/8*
Gross adds duties as Frank execs form L.A. shop. *2 S/41*
FRANKLIN NATIONAL BANK
JWT ads for Euro break as bank absorbs Franklin. *14 O/3*
FRANKLIN SOCIETY FEDERAL SAVINGS & LOAN ASSN.
Franklin Society mounting ad effort with spokesman Don Adams. Adbeat. *17 Je/108*
FRANZIA BROTHERS WINERY
See COCA-COLA CO.
FRAUDS
Ex-NSMC execs indicted in stock fraud case. *4 F/45*
U.S. indicts Bush in Dell Advertising case. *25 F/168*
Judge dismisses IPSA fraud case. *6 My/81*
Marketing, media execs on star-filled swindle list. *1 Jl/2*
Publishers face stronger reaction for failure to call fraudulent ads. S. Cohen. *1 Jl/4*
Mullen, others indicted in NSM fraud case. *23 D/11*
See also LEGAL ACTIONS
FREE, F. WILLIAM & CO.
Black & White scotch goes to F. William Free. LMN. *18 F/1*
FREEMAN, CYRIL
Buyer Protection Plan: Biggest automobile innovation in years. (author.) *8 Jl/39*
Need marketing package for '75, auto exec says. *28 O/58*
FRENCH GOLD & ABBOTT/KENYON & ECKHARDT
Interpublic buys Troost; K&E gets London shop. *30 S/92*
K&E London releases 25. *18 N/217*
FRENCH, R. T. CO.
French introduces Chicken Fixins sauce mixes. LMN. *4 F/49*
French sets cheese-flavor dog treats. LMN. *25 F/163*
French to promote squeeze container in $1 million drive. *6 My/46*
French drops pet supplies, keeps snacks. *23 D/23*
FRITO LAY, INC.
Frito-Lay testing Frito Chilito's and Bacon Nips. LMN. *10 Je/63*
Frito tests Pringle-type stack chip, new unit for warehouse distribution. L. Edwards. *12 Ag/1*
FRONTIER ADVERTISING CORP.
Frontier buys Pylant. *13 My/39*
FRONTIER AIRLINES
Frontier & Hughes Airwest promote Mexican vacations. Adbeat. *28 Ja/57*
FRUITS & VEGETABLES
Birds Eye expands line. (Americana Vegetables.) *11 F/68*
Citrus group to review agencies' latest offerings. LMN. *15 Ap/1*
Tinker retains grapefruit in stormy citrus board session. *22 Ap/1*
Chiquita lettuce back in the fridge, United says. J. Revett. *10 Je/3*
C&W Frozen Foods conducts test effort outside regular marketing area. Adbeat. *1 Jl/53*
Idaho Potato Commission promoting potatoes via photo kits to grocers. Adbeat. *1 Jl/53*
Heinz brand frozen potato entries in test. LMN. *8 Jl/1*. See also *29 Jl/53*, LMN.
Joan of Arc quality theme ads begin in Midwest areas. *8 Jl/8*
Cherry ad budget set. *8 Jl/10*
Ocean Spray Cranberries tests frozen cranberries. Adbeat. *8 Jl/60*
Prune Board sets budget for new crop. *8 Jl/65*
Baker-Ady Co. develops a way to convert potato processing waste into soap. Adbeat. *15 Jl/87*
Heinz' Ore-Ida Foods subsidiary moves frozen potatoes to Foote, Cone & Belding. LMN. *29 Jl/53*
Raisin push set for net tv, magazines this fall. *12 Ag/56*
Chiquita '75 plans not altered by Fifi. *7 O/100*
Florida Citrus does tv spots in Canada. *21 O/31*
Birds Eye Stir-Fry tests. *28 O/21*
Sunkist Growers promoting fresh oranges & lemons. LMN. *11 N/73*
Sunkist widens ad program in print, tests tv for lemons. *25 N/22*
Green Giant tests Sauce Frosted frozen vegetables. LMN. *25 N/53*
General Foods tests variety of frozen vegetables. LMN. *16 D/77*
Hardee Farms International, Canada working on thermal cooking of dehydrated vegetables. Adbeat. *23 D/23*
Castle & Cook introduces Dole clementines into NY market. LMN. *23 D/25*
Washington State Apple Commission revenues increase. LMN. *30 D/25*
FULFILLMENT MANAGEMENT ASSN.
Fulfillment Management Assn. sponsors fulfillment manager of the year award. Adbeat. *24 Je/72*
FULLER & SMITH & ROSS INC.
Fuller & Smith & Ross offer a la carte services. LMN. *11 N/73*
FURNITURE
See CARPETS & RUGS
HOME FURNISHINGS
FLOORING
FURTH, JOSEPH (author)
Insurance sold by mail—villain or victim? J. Furth. *11 Mr/37*

GAC CORP.
Land sale ads face stricture of GAC case. *8 Ap/53*. See also *1 Ap/8*, FTR.
GAF CORP.
GAF promotes View Masters via tv. Adbeat. *25 F/154*
New GAF unit test liquid dye. LMN. *19 Ag/51*
GAF ads ask buyers to wait for camera report. *23 D/21*
GRM COMMUNICATIONS
Carl Ally forms GRM Communications. FTR. *26 Ag/8*
GTE SYLVANIA
GTE Sylvania develops energy saving picture tube structure. FTR. *7 Ja/8*
Sylvania puts Blue Dot on consumer lighting. LMN. *14 Ja/1*
Perry Como to be GTE advertising spokesman. Adbeat. *1 Jl/53*

GTE Sylvania and Philco-Ford combine in home-entertainment sales & distribution. FTR. *14 O/8*
Tv makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*
GABRIEL INDUSTRIES
General Foods sells Kohner Bros. toy subsidiary to Gabriel Industries. FTR. *11 N/8*
GALLAGHER, THOMAS
Gallagher gets top DDB post; Russell quits. B. Donath. *9 S/2*
'GALLERY'
'Gallery returns to newsstands in Feb. LMN. *7 Ja/53*
Agreement between 'Gallery' and Kable News Co. invalidated. LMN. *28 Ja/61*
'Gallery' changes set; three ex-staffers start own books. *25 Mr/2*
'Gallery' issue earlier for longer ad exposure. *21 O/70*
GALLERY, THE
The Gallery formed. (Audio visual service.) *11 Mr/48*
GALLO, E. & J., WINERY
Farm workers ask reply time to Gallo ads. *9 S/31*
Gallo rebuts call for fairness ads. *23 S/113*
Major west coast wineries pour quality lines into market. C. Wingis. *21 O/3*
Gallo breaks network tv drive for new wines. LMN. *7 O/1*
GALLUP POLL
Even gloom index shows surprises. S. Bernstein. (Gallup poll indicates that the public outlook on the economy is gloomy.) *4 F/14*
Consumer research goes to work in energy shortage. J. Honomichl. *4 F/30*
Researchers find crises change buying patterns. J. Forkan. *8 Ap/54*
Majority like 'controversial' tv fare, FC&B study finds. *26 Ag/205*
GAMES, TOYS & HOBBYCRAFT
Kenner Scout to bow. *28 Ja/16*
'Selective' tv buying puts Mego back in profit column. *28 Ja/32*
Creative Playthings execs moving company toward mass market. *11 F/3*
Shortages crimp Toy Fair entries. J. Forkan. *18 F/10*
Toy execs see unisex trend; cite 'action dolls' for boys. J. Forkan. (Activists and mothers picketed the American Toy Fair protesting 'sexist' and 'militarist' toys.) *25 F/1*
Tonka Toys promotes line of durable toys. Adbeat. *25 F/154*
Pillsbury Playthings expands line of Poppin' Fresh dolls. Adbeat. *4 Mr/49*
AMF Wheel Goods Division introduces 'Flintstone' kiddie vehicle. Adbeat. *11 Mr/53*
Canadian group seeks review of cereal, toy spots. *18 Mr/46*
Ideal Toy supports doll line via tv. Adbeat. *18 Mr/73*
New 'Sesame Street' items in works. *25 Mr/108*
Jerry Lewis produces, stars in Hasbro spots. J. Forkan. *25 Mr/118*
Aurora '74 budget to surpass $8,000,000. Adbeat. *8 Ap/61*
Mattel eyes grownups; hikes ad budget 20%. H. Bernstein. *22 Ap/1*
3M launches 'tape-a-kite' promotion. Adbeat. *13 My/89*
Mattel plans $6 million fall drive; tells success of in-house production. H. Bernstein. *20 My/3*
Canada toy maker shifts to print ads. *24 Je/58*
Fall kiddie tv fare sold out as cereal, toy spending rises. J. Forkan. *8 Jl/2*
Fisher-Price sets push for doll line. *8 Jl/49*
Ideal Toy Corp. promotes Think & Learn line via tv and print. Adbeat. *22 Jl/71*
Ideal hits snag in Derry Daring tv ad. *19 Ag/4*
Tyco Industries promoting model train sets with X-Mas campaign. Adbeat. *2 S/44*
Canada toy group opposes more local ad content in tv. *9 S/22*
No nosedive for Knievel licensees. J. Forkan. *16 S/1*
Ideal hoping NAB approval for revamped Daring doll ad. M. Maples. *7 O/89*
Milton Bradley offering co-op newspaper adv. program. Adbeat. *7 O/94*
Coke & Pepsi ready game promotions. LMN. *7 O/99*
Revell Inc. promoting '75 model line. Adbeat. *28 O/67*
'Apes' toys fare better than tv show that spawned them. *4 N/57*
Model railroad consumer survey makes debut. *11 N/6*
Manufacturers' toy sales, estimated by toy category. J. Maxwell. *11 N/69*
Mattel touts Knit-Magic. *11 N/76*
Quaker sees lower Yule sales for toys. *18 N/217*
GANNETT CO.
Gannett revenues rise. *22 Ap/86*
INPA group hears call for new 'concept.' N. Howard. *27 My/2*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*
GARCIA-NAVARRO, RAFAEL
Vision bought by financier; ends year-long power fight. *1 Jl/58*
GARDEN & LAWN PRODUCTS
Ford sets ads for blowers, tractors. R. Gray. *7 Ja/39*
Agrico adds three new products to garden line. Adbeat. *7 Ja/51*
GE's garden tractor promoted. Adbeat. *11 F/70*
3M cultivates Precise as garden market line. *1 Ap/56*
Toro pushes lawn care products & machinery in new ad campaigns. Adbeat. *29 Ap/72*
Bishop readying moves to challenge lawn care leaders. *24 Je/20*
Toro sets big spring effort. *2 S/8*
White expands media effort for '75 lawn & garden line. N. Green. *4 N/48*
Rubbermaid sets 'sale' campaign. *2 D/8*. Correction: *9 D/12*.
GARDNER ADVERTISING
Gardner Adv. introducing new logo. Adbeat. *23 S/107*
GARDNER, ED ART/DESIGN
Renamed Ed Gardner & Assoc., Dallas. *14 O/10*
GARNEAU, JOS., CO., INC.
Big pre-Christmas ad efforts planned for imported wines. T. Rowan. *28 O/6*
GARRETT, R. ROSS
Mitchel heads ANA; Garrett vice-chairman. *4 N/92*
GARRITY INDUSTRIES
Garrity moves $5000.00 Dispoz-a-lite to Scali. LMN. *11 F/65*
Gillette, Bic have firm hold on disposable lighter market. J. O'Connor. *30 D/2*
GASOLINE
Nixon owes Gnam agency for gas pains. *4 Mr/10*
See also *8 Ap/61*, Adbeat.
Travel report for adventurers. S. Bernstein. (SRB reports no problem finding gasoline on an auto trip to Calif.) *18 Mr/16*
Gas marketers ready no-leads. *15 Ap/60*
Getty oil to back new No-Lead gasoline with spot radio advertising. FTR. *13 My/8*
Some no-lead brands replace low-lead gas. AA Roundup. *27 My/6*
Mobil continues fight to air views; uses rejected storyboard in print ad. M. Christopher. *24 Je/3*
Gasoline supplies on the rise, but ad efforts are still scarce. T. Rowan. *15 Jl/3*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
Energy boss warns oil marketers: No gasoline promotion. *12 Ag/1*
The conflicts of marketing within the public interest. Editorial. (Gasoline prices are an example of control of consumer demand by the government, which may not be the answer to current inflation.) *19 Ag/12*
Market shares settling after gasoline woes. *2 S/14*
FTC finalizes its ruling against Sunoco ad claim. *2 S/26*
Amoco's ads tell benefits of lead-free fuel. *14 O/4*
Chevron ads misled, played on 'anxieties': FTC. *23 D/1*
Appeals likely after FTC's Chevron rule. *23 D/31*
GASOLINE ADDITIVES
STP drops cars, racing team. *4 F/54*
Ethyl begins rollout of 3 new additives. *20 My/8*
Granatelli says Ethyl entry good for additive field. *24 Je/4*. Correction: *8 Jl/52*.
GASOLINE MARKETING TRENDS
Oil 'de-marketing' gets mixed reviews at Houston meetings. D. Kaiser. *8 Ap/2*
GASOLINE MILEAGE
See AUTOMOBILE MILEAGE
GASOLINE STATIONS
See SERVICE STATIONS
GATES LEARJET CORP.
Why fuel crunch didn't ground Piper. *14 O/76*
GATEWAY COMMUNICATIONS
Gateway agrees to buy WHTN-TV. LMN. *1 Ap/55*

GAYNOR & DUCAS
Collins & Aikman moves to Gaynor & Ducas. FTR. *18 F/8*
GAYNOR MEDIA CORP.
Gaynor Media formed. *4 F/49*
GEITNER, ALFRED J. (author)
How to set premium plan objectives. *14 O/57*
GELB, ARTHUR INC.
Renamed Gelb Advertising, NYC. *29 Jl/10*
GELSTHORPE, EDWARD
Gelsthorpe exits Gillette; set to join United Brands. J. O'Connor. *1 Jl/1*
GENERAL BREWING CO.
Lucky Lager bottler files Hamm suit. *17 Je/116*
GENERAL CIGAR CO. INC.
General Cigar introducing 15¢ Marquis cigar. LMN. *13 My/93*
General Cigar Corp. test marketing Night Owls cigars. LMN. *9 D/73*
GENERAL ELECTRIC CO.
GE housewares reviews agencies. LMN. *21 Ja/73*
GE's garden tractor promoted. Adbeat. *11 F/70*
Housewares business division of GE to announce new agency. FTR. *25 Mr/8*
BBDO reportedly landing $6,000,000 GE chunk. LMN. *1 Ap/1*
GE confirms BBDO fee arrangement. FTR. *8 Ap/8*
GE introduces new 50 watt bulb with krypton. LMN. *13 My/93*
GE sets air conditioner ad effort. LMN. *20 My/107*
GE's Pot Scrubber dishwasher promoted via Kevin McCarthy. Adbeat. *27 My/60*
Curling irons are back; big Yule push planned. L. Baltera. (Roundup of the curling iron market.) *3 Je/18*
Top 100 national advertisers 1973 marketing report. *26 Ag/119*
GE home entertainment division runs ads as invitation for comparison of quality. FTR. *30 S/8*
Canadian GE sets new national ad push. *30 S/18*
GE hikes housewares budget in move to capture No. 1 slot. *16 D/2*
GE appliance unit revamped along functional lines. *16 D/80*
GENERAL FOODS CORP.
Which ad attracted more readers? J. Rock. (Readership scores of 4 Gaines-burger ads.) *21 Ja/51*
Rawlings exit at GF laid for flak on plans. *28 Ja/6*
General Foods offers cents-off coupon on Minute Rice. Adbeat. *4 F/53*
Birds Eye expands line. *11 F/68*
GF International moves to centralized policies. *25 F/148*
General Foods promotes Gaines Gravy Train as tastier. Adbeat. *25 F/154*
General Foods tests Hale & Hearty dry dog food. Adbeat. *25 F/154*
GF's Birds Eye Division introduces line of fish products in United Kingdom. Adbeat. *25 F/154*
Kellogg rolls out Country Morning; other 'naturals' gear up for moves. L. Edwards. *4 Mr/3*
GF testing economy-size packages. N. Giges. *11 Mr/3*
Maxwell House goes national with Electra-Perk. Adbeat. *1 Ap/51*
Costs imperil 15¢ bar as candy makers wonder: Is chocolate obsolete? *8 Ap/3*
GF rolls out new line of mail order fabrics, patterns. *8 Ap/50*
Food men's cross-coupon use growing. *15 Ap/27*
GF tests thicker Log Cabin syrup. LMN. *15 Ap/59*
General Foods is major tv sponsor of special joint project by Capital Cities, Storer, and Metromedia. LMN. *20 My/107*
GF nutrition ad series may go national after test. *27 My/2*
Taster's Choice is freeze-dried leader in decaffeinated. *27 My/16*
GF revamp strategy: Growth through efficiency. *3 Je/1*
GF introducing nationally Gainsburgers with egg. Adbeat. *17 Je/108*
GF backs Maxwell House with "old fashioned" item promotions. Adbeat. *17 Je/108*
Viviane Woodward, GF subsidiary, expected to name Anderson-McConnell-Oakner as agency. LMN. *1 Jl/55*
General Foods' Start breakfast drink being re-advertised. FTR. *8 Jl/8*
Nostalgia still in vogue among premium users. L. Haugh. *8 Jl/65*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
GF says ad spending reached $177 million. *29 Jl/28*
'Joys of Jell-O' gets tv, print push. *19 Ag/23*
Top 100 national advertisers 1973 marketing report. *26 Ag/122.*
GF testing quicker-gelling Jell-O. *2 S/1*
General Foods offering children's book for coffee proof of purchase. Adbeat. *9 S/88*
GF sets push for International coffees. *23 S/57*
General Foods expands distribution of "new" Instant Maxwell House. LMN. *14 O/109*
Maxwell House coffee breakfast offer set. *21 O/12*
New GF unit tests imitation bacon. *28 O/3*
Birds Eye Stir-Fry tests. *28 O/21*
Busy Bill Cosby's ads for Del Monte, GF okay with both. *28 O/30*
General Foods sells Kohner Bros. toy subsidiary to Gabriel Industries. FTR. *11 N/8*
GF barbecue mix bow. *18 N/26*
Three major marketers raise payments on coupons to 5¢. *2 D/8*
Triple Pack Jell-O pudding in test. LMN. *2 D/69*
Gaines business in Canada goes to McKim agency. *9 D/12*
General Foods tests variety of frozen vegetables. LMN. *16 D/77*
GF countering Folger's expansion with Horizon. J. O'Connor. *16 D/82*
Nestle waits as others battle GF int'l coffees. *16 D/82*
Hershey, Nestle launch chocolate-flavored chips. *23 D/25*
GENERAL MILLS INC.
Kellogg rolls out Country Morning; other 'naturals' gear up for moves. L. Edwards. *4 Mr/3*
General Mills tests simulated meats. *8 Ap/1*
Food men's cross-coupon use growing. *15 Ap/27*
Gum cards' brand spoofs shift to cloth. *6 My/35*
General Mills rolls out new Nature Valley entry. LMN. *17 Je/123*
General Mills test potato chips in a tub. LMN. *1 Jl/1*
General Mills gains tied to breakfast, hobby, grain items. *8 Jl/51*
Cereal makers readying major premium changes. L. Haugh. *22 Jl/1*
General Mills rates on top with annual growth rates. Adbeat. *22 Jl/71*
General Mills hopes to score with a Bundt (foul or fair?) *26 Ag/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/124.*
General Mills & Florida Citrus plan tie-in promotion. Adbeat. *16 S/92*
General Mills rolls out Fruit Brute 'monster cereal'. LMN. *14 O/109*
General Mills testing Cooking for Two line. LMN. *21 O/1*
General Mills testing Suddenly Salad mixes. LMN. *2 D/1*
Three major marketers raise payments on coupons to 5¢. *2 D/8*
General Mills adds two. (Muffin mix line.) *2 D/73*
General Mills in test with Creamy 'n Dreamy mix. LMN. *23 D/1*
GENERAL MOTORS CORP.
GM exec claims no change in ad plans. LMN. *7 Ja/53*
GM's Smith says ad plans changed little by shortages. *14 Ja/32*
Allstate print ads push GM air bags. *21 Ja/2*
Fisher to resume national ads after four-year hiatus. *4 F/18*
General Motors introduces air bag safety restraint system. FTR. *11 Mr/8*
General Motors launching 'energy check' campaign. LMN. *25 Mr/115*
GM forecasts upswing; ad plans stable. *25 Mr/115*
GM sets quarterly. *8 Ap/58*
Botsford retires. LMN. *8 Ap/65*
GM ad execs shifting gears for second half, '75 models. R. Gray. *22 Ap/3*
Vega engine fails EPA test; future unclear. R. Gray. *29 Ap/75*
General Motors plans more small cars. LMN. *27 My/1*
GM marketing task: Positioning for its new small car line. R. Gray. *3 Je/2*
Detroit doesn't see clean-up problems with 1974 models. R. Gray. *10 Je/2*
General Motors parts unit names D'Arcy. *17 Je/119*
Chevrolet 1975 tv buys include WFL games. LMN. *1 Jl/55*
FTC moves against gas mileage claims of top auto makers. *5 Ag/2*
Inflation seen biggest worry for auto execs. *5 Ag/44*
GM merges AC, Delco into one unit; seeks new agency. R. Gray. *12 Ag/58*
GM to be first with ads as '75s bow in Canada. *19 Ag/10*
Top 100 advertisers 1973 marketing report. *25 Ag/125.*
GM compacts to get early ads, sales release. R. Gray. *26 Ag/2*

How not to raise prices. Editorial. (General Motors cited as example of large corporations who, by informing the public gently, could smoothly adjust price increases.) *26 Ag/12*
Chevy to kick off '75 car drive with 'a little good news.' B. Donath. *2 S/2*
Maintenance-free battery stars in Delco ad campaign. R. Gray. *2 S/38*
GM corporate promotes 'the system.' R. Gray. *9 S/32*
G-E gets nod for AC-Delco, new GM unit. *30 S/4*
GM delays work on rotary engine. FTR. *30 S/8*
Detroit's new car warfare centers on 'luxury' compacts and intermediates. R. Gray. *14 O/24*
FTC settles GM dispute, but presses Chrysler on its gas economy claims. *4 N/2*
Detroit rolls out quickly with 'buy now' ad efforts. R. Gray. *11 N/1*
GM expects first-quarter ad spending cut. LMN. *11 N/1*
Mixed view on GM ad at White House. *11 N/74*
Car, tire performance claim not typical, makers tell FTC. *18 N/4*
GM exec says criticism is 'sophomoric hazing'. *18 N/218*
Auto makers, others, back 'buy' drives. *25 N/53*

GENERAL TIRE & RUBBER CO.
Tire makers push replacement sales. AA Roundup. *30 D/1*

GENERAL VEHICLE INC.
See BRICKLIN VEHICLE CORP.

GENERAL WINE & SPIRITS CO.
General Wine & Spirits join with Peel Street Wine in ad and promo effort. LMN. *4 Mr/53*
Seagram unit moves Ronrico to Leber, DDB gets General Wine's Lochan OKRA Scotch. LMN. *22 Ap/1*

GENESEE BREWING CO.
Testimonials for Genesee beer have been filmed both in US and abroad. Adbeat. *13 My/89*

'GENTLEMEN'S QUARTERLY'
'GQ' geared for new thrust; Schiliro joins in ad post. *20 My/104*

GEORGIA
Georgia runs ads for community development. Adbeat. *25 F/154*

GEORGIA-PACIFIC CORP.
Georgia-Pacific testing Wood New, studies expansion. *29 Jl/28*

GERBER PRODUCTS CO.
Gerber woos adults with Singles line of heat-eat items. V. Adams. *1 Ap/1*
Gerber pulls Singles line from two markets. LMN. *2 D/1*
Gerber slates April bow for new magazine on baby care. L. Edwards. *23 D/8*

GERHOLD, PAUL E. J. (author)
Sweeping changes seen in brand ad research. *15 Jl/23*

GERMANY
Ayer/Barker/Hegemann international deal linked. *13 My/2*
Germans take oil crunch in stride, but agency profits off. B. Mussey. *20 My/70*
Germans see ads as inflation fuel. R. Bechtos. *27 My/29*
West German hair care market expands. Adbeat. *30 S/87*
German networks' ire rising over increase of 'sneak' ads. *14 O/82*
'Stern', world leader in ad pages, tells how it wins in German market. R. Bechtos. *28 O/3*
German print shop closings idle 8,000. B. Mussey. *2 D/30*
Asbach builds brandy strength with quality theme. R. Bechtos. *30 D/3*

GERNREICH, RUDI
New perfumes named for American designers. *8 Jl/46*

GERSTENBERG, RICHARD C.
Ten who made advertising news in 1974. *16 D/cover*

GERSTLE, JUSTIN B.
Justin Gerstle named pres. of Timebuying Services Inc. LMN. *11 N/73*

GETCHELL, STIRLING
Close shave, but Stirling Getchell charms Colgate with 'small bubble lather.' T. Adams. *22 Jl/51*

GETTY OIL CO.
Getty oil to back new No-Lead gasoline with spot radio advertising. FTR. *13 My/8*

GEWIRTZ, SHELLY (author)
Streaking is fast riding medium. *1 Ap/3*

GEYER-McALLISTER PUBLISHING CO.
Fairchild drops 2% agency discount, others believed ready to follow suit. *8 Jl/2*

GEYSER PEAK WINERY
See SCHLITZ, JOS. BREWING CO.

GIFTAMERICA
Gordon shop launched with GiftAmerica. *20 My/8*
WU, pushing new look, to hike ads. *15 Ap/46*
GiftAmerica's woes laid to lack of marketing know-how. B. Donath. *2 S/3*

GIFTS
Schick sets $2,000,000 gift-givers ad campaign. *6 My/8*
Bill prohibiting 'gifts' to physicians overshadows larger health issues. S. Cohen. *13 My/4*
Teen age girls spend $1.15 billion on Christmas gifts. Adbeat. *26 Ag/206*
GiftAmerica's woes laid to lack of marketing know-how. B. Donath. *2 S/3*

GILBERT, GRACE & STARK INC.
Roy Grace leaving agency. *25 F/163*
Renamed Gilbert Advertising. LMN. *4 Mr/53*

GILBERT, RICHARD L. (author)
Ad claims: How's that again? Beware of asterisk disclaimers. *5 Ag/28*

GILLETTE CO.
New Flair porous pen gets hefty tv backing. *11 F/8*
Personal care industry's growth is seen continuing. *11 F/58*
Schick sets major effort for its twin blade items. *4 Mr/1*
Gillette testing of aerosol foam fire extinguisher held up. Adbeat. *11 Mr/53*
Personal care items' global outlook good. *1 Ap/28*
3M cultivates Precise as garden market line. (Also Gillette Co. may soon become force in garden market.) *1 Ap/56*
Gillette outlay $158 million for promotion. *8 Ap/22*
Gillette assigns curling iron account to Grey-North. LMN. *29 Ap/75*
Gillette readies Earth Born rollout. LMN. *22 Ap/81*
Rawlings joins Gillette. FTR. *27 My/8*
Gillette supporting personal care appliances with fall national adv. LMN. *27 My/63*
Earth Born ads tout non-alkaline balance. LMN. *10 Je/1*
Competitors ready moves to counter Earth Born ad bid. J. O'Connor. *17 Je/1*
Gillette buys Swiss Farms. LMN. *17 Je/123*
Gelsthorpe exits Gillette; set to join United Brands. J. O'Connor. *1 Jl/1*
Gillette tests Buster; eyes new areas. J. O'Connor. (Also, Gillette withdraws ad support for Hosiery Guard.) *15 Jl/1*
Gillette moves into test with Daisy shaver. LMN. *15 Jl/1*
Don Rickles advertising for Gillette Right Guard. Adbeat. *15 Jl/87*
Alberto-Culver files suit over Gillette's Tame ad. *22 Jl/8*
Mockler new Gillette chief. *22 Jl/8*
Gillette moves national with Cricket Keeper. LMN. *29 Jl/1*
Dupont division hiking price of solid gold cigaret lighter. Adbeat. *19 Ag/47*
Top 100 national advertisers 1973 marketing report. *26 Ag/126.*
Alberto-Culver filing injunction to stop Gillette from running Tame cream rinse spots. FTR. *9 S/8*
Gillette testing pocket calculators. FTR. *9 S/8*
Controversial Earth Born ad reported off tv. *16 S/1*
Braun seen abandoning U.S. shaver market bid. *16 S/50*
Gillette offering spots books as World Series promotion. Adbeat. *16 S/92*
Gillette tries direct mail for testing its new cutlery items. *7 O/3*
Mobil, Gillette expand via recent acquisitions. *7 O/18*
Alberto adds anti-trust to Gillette suit. J. O'Connor. *11 N/3*
FDA antiperspirant unit report clouds future of Sure, others. J. O'Connor. *25 N/1*
Hint Gillette phasing out its Purr detangler. *9 D/6*
Danger probes may force hair sprays to move out of aerosol packaging. L. Baltera. *16 D/1*
Gillette reports an adjustable Trac II ready for March debut. LMN. *23 D/1*
Gillette, Bic have firm hold on disposable lighter market. J. O'Connor. *30 D/2*

GIMBEL BROTHERS
Gimbel Bros. sets fall tv campaign to revamp Image. *29 Jl/50*
GIMBEL HAMMOND FARRELL & WALSH
Renamed Gimbel Hammond Farrel, NYC. *18 Mr/70*
GIUMARRA VINEYARDS CORP.
California wine maker ads proclaim 'The fall of France'. *11 N/6*
GLAMORENE PRODUCTS CORP.
Drain Power will open up market: Glamorene. N. Giges. *11 N/2*
Glamorene introduces Drain Power, aerosol drain clog remover. FTR. *8 Ap/8*. See also *6 My/74*.
GLASSWARE
Libbey glass division breaks spots for glassware. LMN. *7 Ja/53*
Glenmore Distilleries promotes Kentucky Tavern bourbon with beverage glasses. Adbeat. *4 Mr/49*
Jar marketers scramble to meet rising demands. *18 N/24*
GLENBROOK LABORATORIES
See STERLING DRUG CO.
GLENDINNING COS.
Return to stamps seen as promotion area shows growth. N. Giges. *11 F/2*
GLENMORE DISTILLERIES
Glenmore Distilleries promotes Kentucky Tavern bourbon with beverage glasses. Adbeat. *4 Mr/49*
GLENN ADVERTISING
GlennGraphic formed as joint Asian venture. *25 F/149*
Glenn agency head Ward Wilcox dies. *25 F/159*
Bozell & Jacobs & Glenn Advertising conducting merger negotiations. FTR. *25 Mr/8*
John Stewart dies; Glenn exec was 56. *22 Ap/8*
Glenn, Bozell reach delayed merger accord. *22 Ap/8*
Trailways names Glenn, Bozell; folds in-house unit. *16 D/80*
GLOBAL TELEVISION NETWORK
Global Television Canadian net, is taken over by IWC. *13 My/39*
GODFREY, PETER
Skin book import to bow with free ad space offer. B. Donath. *16 S/48*
GODFREY, ROBERT
'N.Y. Woman' goes under; Godfrey ready to try again. *25 N/44*
GOLD
Gold to hit market without many ads. T. Allen. *9 D/1*
Golds ads trickling out; approach is cautious. *23 D/3*
GOLD BOND STAMP CO.
Trading stamps try citywide efforts. L. Haugh. *24 Je/24*
GOLD SEAL CO.
Gold Seal moves part of account to George Abrams. FTR. *4 Mr/8*
GOLDEN CROWN CITRUS CORP.
FTC files suit against Borden Inc. in protection of Golden Crown's market position of lemon juice. FTR. *8 Jl/8*
Court to rule in ReaLemon anti-trust case. *22 Jl/8*
FTC's ReaLemon Case — are leaders anti-competition? Editorial. (FTC's regulatory concept of excessive advertising could easily be adapted for others in dominant marketing positions.) *29 Jl/14*
Ward Foods agrees to buy Golden Crown Citrus Corp. FTR. *5 Ag/8*
GOLDEN GATE TRANSIT CO.
Unusual S.F. effort urges public transportation use. *11 F/69*
GOLDWYN, SAM
Goldwyn gag relates to admen. S. Bernstein. (SRB offers a funny story to point out that the only thing worse than ads that put one to sleep are ads that wake one up to tell him nothing.) *4 Mr/14*
GOLF
See SPORTS
GOOCH FOODS INC.
Gooch foods names Jack Cantwell Inc. LMN. *6 My/81*
GOOD ADVERTISING
Good forms agricultural unit, gets first client. *26 Ag/207*
'GOOD HOUSEKEEPING'
'GH' cuts ad rate and circ. base. FTR. *8 Ap/8*
'GH' survey indicates nutritional info on labels is widely read. Adbeat. *2 S/74*
GOODMAN, JULIAN
Goodman calls for court action, laws to protect media. *17 Je/84*
GOODMAN, LARRY (author)
National retailers grow, lean on newspaper ads. *30 S/28*
GOODRICH, B. F., CO.
Goodrich '73 sales rise. *22 Ap/30*
Goodrich kills co-op funds for dealer ads. *5 Ag/8*
'Goodrich, not Goodyear' works at telling it straight. P. Ross. *7 O/63*
Tire makers push replacement sales. AA Roundup. *30 D/1*
GOODYEAR TIRE & RUBBER CO.
Goodyear's Exten tire makes West Coast bow. *18 F/1*
Goodyear to keep racing sponsorship. *26 Ag/16*
Top 100 national advertisers 1973 marketing report. *26 Ag/133*.
Goodyear debuts new radial tire. FTR. *16 S/8*
'Goodrich, not Goodyear' works at telling it straight. P. Ross. *7 O/63*
Goodyear Tire tests "studless" snow tires. LMN. *4 N/89*
Tire makers push replacement sales. AA Roundup. *30 D/1*
GORMAN PUBLISHING CO.
'Canner-Packer' sold to Gorman Publishing. *24 Je/41*
GOSHORN, ROBERT (author)
Single-copy sales spurred by shopping centers. *18 N/151*
GOULD, JEROME (author)
Libby Libby Libby's new look look look. *29 Ap/32*
'GOURMET'
'Gourmet' eliminates Chicago sales office. *22 Ap/32*
GOVERNMENT ADVERTISING
See U.S. GOVERNMENT
GOVERNMENT REGULATION
Taylor of CBS rails at U.S. broadcast policies. *11 F/2*
More government, fewer liberties. S. Bernstein. (A Carl Rowan newspaper article moves SRB to protest counter-productive government regulation.) *25 F/16*
Industry concern mounting over FTC-rule-making sessions on ads. S. Cohen. *15 Ap/4*
Group tells FCC: Put ad education into kid tv shows. J. Revett. *29 Jl/2*
Regulators, ACT agree on children's tv views. M. Christopher. *29 Jl/54*
Ford, JWT agree to FTC ad strictures. *17 Je/8*
Business press takes lead in easing industry problems. G. Cohan. *17 Je/40*
Goodman calls for court action, laws to protect media. *17 Je/84*
Dep't of Transportation calls for uniform gov't grading of tires. LMN. *17 Je/123*
New U.S. unit would study ad policies. *8 Jl/62*
CPSC open-door policy sharp contrast to FTC. S. Cohen. *12 Ag/12*
Officials speak out against ad restrictions on lawyers. *2 S/37*
Court bars FTC in Cal. milk ad dispute. *7 O/49*
Elliot vows ad industry's support for inflation battle. H. Bernstein. (Review of 4A's Western conference.) *7 O/102*
New Congress to be reform-minded; inflation, energy, social issues on tap. S. Cohen. *11 N/2*
Too much regulation? Mary socks it to 'em at economic summit. M. W. Lawrence. *11 N/44*
FTC in-house report: Ad, anti-trust work counterproductive. S. Cohen. *25 N/2*
Congress passes bills on FTC, mail, outdoor. *23 D/2*
See also CONSUMER PRODUCT SAFETY COMMISSION
FAIRNESS DOCTRINE
SELF-REGULATION
GOVERNMENT REGULATION, CANADIAN
Canada packagers face changeovers under label law. *25 F/149*
Canadians press for FTC-like body. *25 F/150*
Gov't & federal regulation being considered in Canada on advertising of credit by banks, finance & trust companies. Adbeat. *29 Ap/72*
Canadian proposal seeks location limit on radio, tv spots. R. Bechtos. *13 My/3*
Canada agencies thrive on crisis, lack direction: Goldfarb to ACA. *13 My/10*
Champagne ruling hits wine makers. *13 My/26*
Quebec minister urges over-all code for Canadian ads. *3 Je/64*
Proposed bill would aid Canadian consumers. *17 Je/71*
Quebec moving to regulate liquor ads. *12 Ag/52*
New Canada drug ad code limits claims, placement. *28 O/64*
Canada plans to expand policy on misleading ads. *9 D/26*
GOVERNMENT REGULATION, INTERNATIONAL
Argentinians shut daily for Exxon ad on ransom fund. *18 Mr/1*

Australian group told to turn down foreign bids. L. Blanket. *18 Mr/39*
IAA hears about government pressure used on advertisers. *3 Je/53*
French tv revamp seen prelude to more ad time. J. Gee. *22 Jl/2*
Britain mulls proposals to regulate ads, media. M. Kallenbach. *29 Jl/10*
Italy's lift of cable tv ban broadens ad opportunities. A. & W. Carnahan. *29 Jl/24*
ASA moving to strengthen U.K. voluntary ad regulation. M. Kallenbach. *12 Ag/20*
Danish advertising put under government rule. *12 Ag/61*
Ad groups mull moves as Britain sets guides. M. Kallenbach. *2 S/4*
Australian law succeeds ad field's self-regulation. L. Blanket. *4 N/10*
U.K. milk price reduction forcing ad budgets cuts. T. Rowan. *11 N/64*

GRACE, ROY
Roy Grace returning to DDB from Carl Ally. FTR. *21 O/8*

GRACE, W. R., & CO.
W. R. Grace sells unit; shift of agency coming. *1 Ap/59*
Norton Simon to buy SeaPak from Grace. *21 O/38*

GRAHAM, KATHERINE
Magazines best to cover major issues: Graham. *21 O/1*

GRAHAM, WILL CO.
Cost cut may be in back of Lorillard shift. J. O'Connor. *24 Je/4*

GRAIN BELT BREWERIES
Grain Belt breaks tv campaign. LMN. *11 Mr/56*
Grain Belt shifts ad dollars to stave off Olympia invasion. *18 Mr/56*

GRAMM, GENE
The idea marketplace: A concept whose time has come. (Feature is a showcase for original products, ad and promotion ideas.) *23 S/68*
The Idea Marketplace: The new and different. *4 N/64*
Gramm's Idea Marketplace turns Neff on — uncontrollably. D. Neff. *25 N/36*
The Idea Marketplace: Originality showcase. *9 D/50*

GRANATELLI, ANDY
Granatelli leaves, but trenchcoat lingers on. J. O'Connor. *18 Mr/3*
Granatelli hits anti-Andy score; offers his own poll. *15 Ap/8*
Granatelli not committing himself to any business proposals. Adbeat. *27 My/60*
Granatelli says Ethyl entry good for additive field. *24 Je/4.* Correction: *8 Jl/52.*
Washington mysteries: FTC probe of STP ads and Granatelli's silence. *19 Ag/52*
Andy Granatelli testifies to FTC about false ad complaints against STP. LMN. *9 S/85*

GRAND UNION CO.
Grand Catalog Showrooms names Jack Byrne agency. LMN. *1 Ap/55*
GU names Barnett Zlotnick for NY account. FTR. *19 Ag/8*
Grand Union begins drive; stamp use cut. *7 O/87*

GRANT, JOHN G.
Stress company, not product in ads, NFAA meeting told. *30 S/92*

GRANT, W. T. CO.
W. T. Grant accepts major credit cards. FTR. *11 N/8*

GRAPHICS
Product names emphasized in Penny design program. *27 My/53*
Push Pin's graphic impact growing. *12 Ag/45*

GRAVES, EARL G.
Panel on blacks agrees data lack hurts media. *1 Ap/10*
Graves will offer black consumer data. Adbeat. *15 Ap/62*

'GRAVURE'
Publisher reports merged trade books exceed forecast. *4 N/90*

GRAY PANTHERS
'Gray Panthers' rap age bar. *7 O/78*

GRAY & ROGERS INC.
Chilton denies report of move from Gray & Rogers; while G&R president resigns. FTR. *23 S/8*
Gray & Rogers troubles linked to top exec shifts. *21 O/6.* Correction: *28 O/72.*
Finegan disputes reports of Gray & Rogers difficulties. *28 O/76*
Gray & Rogers execs establish own agency. *11 N/70*

GRAYSON, MEL (author)R
You, too, can find success by running an ad contest. (The story behind the safety belt 'stupid' campaign.) *6 My/51*
Retail outdoor ads increase 50% or more in five years. *30 S/62*

GREAT ATLANTIC & PACIFIC TEA CO.
A&P puts an energy theme on WEO line. *14 Ja/40*
A&P sets big private label ad push; WEO will continue. N. Giges. *8 Ap/2*
A&P consumer affairs head featured in ads. LMN. *13 My/93*
A&P stops ads in New York. *19 Ag/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/134*
A&P testing two efforts for big consumer drive. (Also, Kukla, Fran & Ollie Kuklapolitan players being used in consumerism campaign for A&P.) *23 S/1*
Earnings up at Safeway, A&P chains. *7 O/23*
A&P backing price freeze effort with print, tv. LMN. *2 D/1*

GREECE
Charges Greek agencies awash in problems. *28 Ja/20*
Greece plagued by rising media costs, inflation, dim-out. A. Rizopoulos. *20 My/76*
Alector lists additions. *16 D/8*

GREEN GIANT CO.
Green Giant to sell home and garden center. *18 F/69*
Green Giant's Tempas to resign as president. *25 Mr/106*
Green Giant testing frozen Bake-A-Dinner. LMN. *29 Ap/1*
Green Giant to dispose of its Bama Meats unit. *12 Ag/45*
Holloway drive readies. L. Edwards. *26 Ag/1*
Green Giant tests Sauce Frosted frozen vegetables. LMN. *25 N/53*

GREENE, MARSHALL B.
Textile outlook to improve: Greene. *21 O/76*

GREENGAGE ASSOC.
U.S. Virgin Islands Tourist Bureau account moves to Greengage Assoc. FTR. *22 Jl/8*

GREENLAND, LEO
Greenland to Ford: Set up U.S. market director post. R. Gray. *11 N/73*

GREETING CARDS
Hallmark Cards licenses Little Lulu & Tubby characters from Western Publishing. Adbeat. *4 F/53*
American Greetings now using radio to promote cards. Adbeat. *6 My/78*

GREY ADVERTISING INC.
Grey employes honored. *11 F/4*
Grey to study mass transit techniques. LMN. *4 Mr/53*
Grey income up 12.6% *11 Mr/53*
Whitehall assigns Hot Bedtime Medicine to Grey. *25 Mr/115*
Saluk named head at new Grey division. *15 Ap/63*
Grey, Honig AAF West's top winners. *22 Ap/37*
Grey keeps safety ads; budget down $100,000. *6 My/77*
Grey performance tops public agency showings. *13 My/90*
Profit outlook hazy, report Grey, FC&B. *3 Je/28*
Grey resigns islands. *10 Je/29*
Cost cut may be in back of Lorillard shift. J. O'Connor. *24 Je/4*
Klieber leaves Grey post. LMN. *1 Jl/55*
General Foods revives Start breakfast drink advertising at Grey. FTR. *8 Jl/8*
Calgon shifts $2,000,000 chunk to Grey. LMN. *15 Jl/1*
Daniel H. Dolgins joins Grey Advertising. LMN. *15 Jl/85*
Grey posts profit gain, Needham, FC&B down. *12 Ag/61*
Grey foreign units add $1,000,000-plus billings. LMN. *19 Ag/51*
HEW probes press story on NIAAA-Grey meeting. *4 N/8*
Grey & BBDO report nine-month income gains. FTR. *4 N/8*
P&G enters specialty cake mix area. (Grey assigned the account.) *11 N/4*
Keep it clean. (Comments on the HEW-Grey Advertising meeting in Palm Springs.) *11 N/16*
Grey sets two-part drive for 'Press' spring debut. J. Forkan. *18 N/10.* See also *4 N/89,* LMN.
Grey Advertising gets Renfield Importers account. FTR. *9 D/8*
Grey announces plans to buy back shares of stock. LMN. *30 D/1*

GREYHOUND CORP.
Greyhound and Amtrak running separate ad campaigns for bus/trains co-op service. LMN. *17 Je/123*
Top 100 national advertisers 1973 marketing report.

GREY-NORTH INC.
Lilly names Grey-North for first tv effort. LMN. *15 Ap/59*

Gillette assigns curling iron account to Grey-North. LMN. *29 Ap/75*

GRIFFIN, PAUL
Paul Griffin, FC&B, shifts headquarters. LMN. *24 Je/69*

GRISWOLD-ESHLEMAN CO.
GEC changes name of Chicago office. LMN. *29 Jl/53*

GROCERY MANUFACTURERS OF AMERICA
GMA fights new food bill consumerist amendments. *25 F/150*
GMA announce results of cents-off coupon handling study. LMN. *11 N/73*

GROCERY STORE PRODUCTS CO.
Grocery Store Products Co. tests Mister Meatloaf packaged dinner. LMN. *25 N/53*

GROSS, MARTIN
Gross sets April bow for 'Book Digest'. *4 F/18*

GRUNER & JAHR
'Stern', world leader in ad pages, tells how it wins in German market. R. Bechtos. *28 O/3*

GUCCIONE, BOB
Stock analysts see increases in advertising volume for '75. (Bob Guccione comments on the strength of magazines.) *23 D/3*

GUELICH, ROBERT V. (author)
How advertisers can join in celebration of U.S. Bicentennial. *10 Je/48*

GUERRANT, DAVID E.
Changes in food distribution have been made due to the energy crisis, Guerrant says. Adbeat. *6 My/78*

GUILD WINERIES & DISTILLERIES
Guild launches varietal wines with print push. LMN. *14 O/1*
Major west coast wineries pour quality lines into market. C. Wingis. *21 O/3*

GULF MERCHANDISING CO.
Gulf sets test of parts and service stores in Houston. *1 Jl/56*

GULF OIL CORP.
Gulf Oil signs letter of intent to acquire Ringling Bros. Combined Shows from Mattel Inc. FTR. *28 Ja/8*
Gulf sets test of parts and service stores in Houston. *1 Jl/56*
Energy boss warns oil marketers: No gasoline promotion. *12 Ag/1*

HMH PUBLISHING CO.
Playboy wins again — court stops Brincat's use of HMH trademarks. S. Diamond. *23 D/18*

HWH ASSOCIATES
Liggett sells branch. *4 Mr/56*

HAIR CARE APPLIANCES
See PERSONAL CARE APPLIANCES

HAIR CARE PRODUCTS
Dawn 2 touts pricing. *11 F/55*
Personal care industry's growth is seen continuing. *11 F/58*
Hoffman-LaRoche disbands toiletries division, and two hair care products. LMN. *11 F/65*
Veron slated to succeed Miral in VO5. *29 Ap/78*
Helene Curtis builds comeback around youth line. M. Popa. *13 My/1*
Clairol using pullout ad section for hair care products & styles in 'Seventeen'. Adbeat. *3 Je/57*
Alberto-Culver testing new hair set spray. LMN. *24 Je/69*
Clairol tests Quiet Touch hair color kit. LMN. *8 Jl/61*
Men's hair color ads climb as sales rocket. *15 Jl/12*
Suave creme rinses going national. LMN. *15 Jl/85*
Curtis readies drive for Extra Body entry. LMN. *9 S/85*
Bristol-Myers going national with Look of Buttermilk hair care line. LMN. *9 S/85*
Breck division testing non-aerosol hair spray. LMN. *23 S/111*
Market for hair care products expands in West Germany. Adbeat. *30 S/87*
Faberge introduces purse-size hair spray, new size fragrance dispenser; and two products to Brut line. Adbeat. *30 S/87*
Clairol moves Happiness hair color to NC&K while going nat'l with new nail color line. LMN. *30 S/91*
Youthair gets tv push. *7 O/89*
Helene Curtis testing Nature's Way hairspray. FTR. *14 O/8*
Andrew Jergens moves national with "Gee Your Hair Smells Terrific" shampoo & conditioner. LMN. *2 D/69*
Danger probes may force hair sprays to move out of aerosol packaging. L. Baltera. *16 D/1*
See also SHAMPOOS

HAIR STYLES
Hair stylists learn the new look. L. Baltera. *8 Ap/40*

HAKUHODO INC.
Hakuhodo's TAK buy is first move into Brazil. R. Bechtos. *2 S/3*

HALL & LEVINE ADVERTISING
Xerox film depicts Hall shop at work. *27 My/66*
Hall & Levine finds 'marriage' works. *10 Je/30*

HALLMARK CARDS INC.
Hallmark Cards licenses Little Lulu & Tubby characters from Western Publishing. Adbeat. *4 F/53*

HALPERIN, BERT
Halperin named ad director at 'National Enquirer.' LMN. *10 Je/63*

HALPERN/McDEVITT INC.
Hoechst seeks agency realigning ad setup. *21 Ja/70*

HAMILTON'S FURNITURE
Hamilton's touts value, variety in introductory offer. *4 N/69*

HAMILTON BEACH CO.
Hamilton Beach sets steam iron spots with Zero Mostel. LMN. *7 Ja/53*
Joe Namath endorses Hamilton Beach appliances. Adbeat. *8 Jl/60*
Crock-Pot gets rival as Hamilton Beach readies slow cooker. L. Haugh. *30 D/2*

HAMILTON WATCH CO.
Hamilton Watch breaks ads for clocks & watches. Adbeat. *30 S/87*

HAMLISCH, MARVIN
Marvin Hamlisch begins composing for Kodak commercials. Adbeat. *27 My/60*

HAMM, THEODORE CO.
Roy C. Satchell resigns as president of Hamm's. FTR. *4 F/8*
Lucky Lager bottler files Hamm suit. *17 Je/116*
Burgie moves into Chicago. *12 Ag/60*
Burgie tack in Chicago ads may bring on Cal. revamp. *19 Ag/1*

HAMPEL, ALVIN
Creativity is great — but only if it sells, Hampel tells AAF. J. Graham. *10 Je/3*
Ten ads I'd like in my portfolio if I were coming to me for a job. (author.) *18 N/48*

HAND, PETER, BREWING CO.
Peter Hand introduces Old Chicago Dark. FTR. *4 Mr/8*

HANE, ROGER
Fund established to find assailant of artist Roger Hane. *24 Je/73*
Suspects arrested for death of Roger Hane. Adbeat. *1 Jl/53*

HANES HOSIERY INC.
Hanes running product concept test for panty hose. LMN. *17 Je/123*
Top 100 national advertisers 1973 marketing report. *26 Ag/135*
Hanes Hosiery offers premium on Alive support pantyhose. Adbeat. *2 S/44*
Print, radio, p.o.p. back Hanes Alive discount campaign. *9 S/30*
Joe Namath resumes adv. for Hanes Hosiery. Adbeat. *30 S/87*
Activ bows out of pantyhose market; Hanes, K-R ad suit battle continues. *4 N/2* See also *28 O/8*, FTR.
Hanes Knitwear test Insights, color coordinated men's underwear. LMN. *25 N/53*
Hanes launches Summer Sheer pantyhose nationally. LMN. *9 D/73*
See also L'EGGS PRODUCTS INC.

HANSON, FASSLER, McGINLEY
Renamed Hanson, Fassler, Kolody, NYC. *7 O/86*

HARCOURT, BRACE, JOVANOVICH INC.
Harcourt books merged. ('Body Fashions' and 'Intimate Apparel'). *11 Mr/50*
Harcourt & Times-Mirror negotiating for golf book. LMN. *24 Je/69*
Harvest adds 'Golfdom'. *8 Jl/64*
S&S to merge with Harcourt. *12 Ag/57*. See also *26 Ag/209*, merger talks cease.

HARDEE'S FOOD SYSTEMS, INC.
NARB panel judges Hardee's Food System advertising as misleading. LMN. *1 Jl/55*
Hardee's will keep Elliot spots airing. *5 Ag/44*

Hardee's asks NARB for extension on removal of misleading term in ads. LMN. *12 Ag/57*
NARB checking into new Hardee's spots. *21 O/80*
HARDIN, DAVID K. (author)
Lower profits put pinch on researcher. *15 Jl/26*
HARDWARE
Wholesalers boost ads for hardware. *9 S/76*
HARLEY DAVIDSON MOTOR CO.
Honda, Harley ready new bike models for '75. *28 O/1*
HARPER, PAUL C. JR.
Kershaw sees 10-second spot ruling airwaves in ten years. J. O'Gara. *4 N/1*
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Harper.) *18 N/198*
HARPER, VALERIE
Ten who made advertising news in 1974. *16 D/cover*
HARPER'S MAGAZINE CO.
Harper's set to launch 'Bookletter'. LMN. *27 My/63*
HARRIS BANKCORP.
Harris ads promote new Money Stores. *23 D/26*
HARTE-HANKS NEWSPAPERS
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*
Harte to by Tv12. *4 N/32*. See also *23 S/58*.
HARTFORD INSURANCE CO.
Hartford Insurance concentrates ad effort in tv newscasts. Adbeat. *9 S/88*
HARTZ, JIM
'Today's' Jim Hartz will take a load off Barbara. *29 Jl/3*
'HARVARD BUSINESS REVIEW'
Brand manager can inhibit growth: Schiele. *25 Mr/20*
HARVARD UNIVERSITY
Harvard sets 'SI' lampoon for October. *13 My/32*
HARVEY, JAMES NEAL INC.
BMW stops Hoffman move to Rosenfeld, Sirowitz shop. *21 Ja/8*
Ty-D-Bol business moves to Harvey shop. LMN. *1 Ap/55*
HASBRO INDUSTRIES, INC.
Jerry Lewis produces, stars in Hasbro spots. J. Forkan. *25 Mr/118*
HATHAWAY, C. F. CO.
Hathaway picks AC&R. LMN. *29 Ap/75*
HATS
See CLOTHING
HAWAII
Island of Maui promoting tourism. Adbeat. *4 N/85*
HAWTHORN MELLODY
New Mellody ads tout refund offer. *7 O/89*
HAYAKAWA, S. I. (author)
Ads, like poetry, use rhythm, ambiguity to sway us: Hayakawa. *19 Ag/36*
HAYDEN PUBLISHING CO.
Fairchild drops 2% agency discount, others believed ready to follow suit. *8 Jl/2*
Electronic Design's Gold Book, manual of electronics industry, published by Hayden, contains free advertising. Adbeat. *26 Ag/206*. Correction: *23 S/57*
HEADWEAR INSTITUTE OF AMERICA
Headwear Institute of America establishes clearing house for hat tie-in promotions. Adbeat. *28 O/67*
HEALTH & BEAUTY AIDS
See COSMETICS
HEALTH FOODS
See NATURAL FOODS
HEALTH INSURANCE
See INSURANCE
HEALTH WARNINGS
Don't smoke if pregnant, U.K. poster drive warns. *25 F/148*
Standards Brands, Bates to barter health tv series. *4 Mr/50*
FTC releasing settlements to Union Carbide & Hercules about warning statements on pesticides. LMN. *6 My/81*
Safety unit studies legality of banning high-tar cigarets. *22 Ap/74*
Bill prohibiting 'gifts' to physicians overshadows larger health issues. S. Cohen *13 My/4*
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
EPA urged to standardize pesticide labeling cautions. *10 Je/60*
See growing pressure to ban wine, beer spots. M. Christopher. *30 S/6*
Ad efforts can alter health habits, Stanford study finds. *9 D/36*
High Blood Pressure Month campaign breaks via Ad Council. Adbeat. *30 D/32*
HEARING AIDS
Beltone ads hit with FTC false advertising complaints. FTR. *13 My/8*
FTC sets probe of hearing aid field. *3 Je/46*. See also *6 My/81*.
HEATILATOR FIREPLACE DIVISION
Heatilator Fireplace Division advertising fireplaces as tie-in with energy crisis. Adbeat. *27 My/60*
HECKMANN, LOUIS (author)
The script? It's O.K., but in tv, the film's the thing. *12 Ag/30*
HECHT, GEORGE J. (author)
It pays to advertise. (Poem). *23 D/18*
HEEKIN, JAMES R. JR.
Heekin quits as president with a blast at DDB execs. B. Donath. *2 S/1*. Correction: *30 S/74*.
Gallagher gets top DDB post; Russell quits. B. Donath. *9 S/2*
Heekin moves to Canter consultant. *25 N/8*
HEIDRICK & STRUGGLES
Study finds fewer job openings for marketing execs. Adbeat. *15 Ap/62*
HEINZ, H. J., CO.
Heinz adds $2,000,000 to Burnett; DDB puzzled. *21 Ja/2*
Heinz withdraws Unforgettable Salad dressing. LMN. *22 Ap/81*
Heinz doubles '74 ad budget to support its consumer line. N. Giges. *29 Ap/3*
Heinz brand frozen potato entries in test. LMN. *8 Jl/1*
Heinz' Ore-Ida Foods subsidiary moves Deep Fries frozen potatoes to Foote, Cone & Belding. LMN. *29 Jl/53*
Heinz assigns new canned food to Warwick, Welsh & Miller. LMN. *19 Ag/51*
Top 100 national advertisers 1973 marketing report. *19 Ag/136*
Heinz test vinegar ad campaign. LMN. *14 O/109*
Heinz challenging Campbell with hearty soup. Adbeat. *21 O/95*
Marketing must parallel company goals: Patton. *28 O/64*
Heinz repackages line of baby food. Adbeat. *4 N/85*
HELITZER, MELVIN
Helitzer shop starts bun business. *21 O/31*
HEMDALE LEISURE CORP.
Hemdale Leisure Corp. runs tv campaign to promote Ali-Foreman fight. LMN. *28 O/71*
Zaire loses $2,000,000 on fight; Mutual scores. *4 N/92*
HEMORRHOIDAL PREPARATIONS
Preparation H makes Canadian tv debut. Adbeat. *1 Ap/51*
Nupercainal goes after Prep H in new tv push. B. Donath. *15 Ap/1*. Correction: *22 Ap/12*.
Chesebrough plans Vaseline entry to fight AHP's Prep H. *8 Jl/1*
Ciba folding Madison unit; Binaca goes to Airwick. LMN. *30 S/1*
C-P national with hemorrhoidal preparation. FTR. *7 O/8*
HENDERSON ADVERTISING AGENCY
Shakespeare Co. names Henderson. LMN. *4 Mr/53*
HENDERSON, JAMES M.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Henderson.) *18 N/200*
HENDERSON & ROLL
Poust picks Henderson. *25 Mr/21*
HENKEL & CO.
Clorox and Henkel GmbH sign agreement. FTR. *29 Jl/8*
Interpublic buys Troost; K&E gets London shop. (Henkel mentioned as Troost's biggest client.) *30 S/92*
Clorox shelves further foreign expansion plans. *18 N/26*
BBDO buys into CBBA; severs other Brazil shop tie. *2 D/70*
HERBERT, I. C.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Herbert.) *18 N/192*
HERBST, MARTY
Media analyst plays role in Mitchell-Stans trial. *15 Ap/2*
Best media for your schedule varies by market: Analyst. *24 Je/65*
HERCULES INC.
FTC releases settlements to Union Carbide & Hercules about warning statements on pesticides. LMN. *6 My/81*

HERSHEY FOODS CORP.
Hershey slashes ad budget to fight soaring costs. N. Giges. *12 Ag/2*
Hershey, Nestle battle rising costs — each in their own way. *16 S/50*
Hershey Foods introduces Toffo Caramel Candy. LMN. *9 D/73*
Hershey, Nestle launch chocolate-flavored chips. *23 D/25*
HERTZ CORP.
Crisis nudges Cold Power back to cold water. (Also covers stories in other energy-related areas.) *14 Ja/4*
Dry spell hits car rent ads. J. O'Connor. *11 Mr/57*
Hertz truck division buys co-sponsorship of Mets games. LMN. *1 Ap/55*
Hertz, Avis set new drives in battle for business user. L. Haugh. *12 Ag/3*
Hertz to resume ads with new tv, print effort. LMN. *5 Ag/1*
Avis ads aim at Hertz with a new No. 1 claim tactic. *9 D/66*
HERZBRUN, DAVID
Paccione sets creative units, N.Y. branch. *28 Ja/34*
Herzbrun moves to new Ingalls post. *12 Ag/50*
HERZBRUN, ROBERT (author)
Advertisers' stocks trailed Wall Street in 1973 performance. *11 Mr/1*
Advertisers' earnings fare better than their stocks in 1974. *19 Ag/3*
HETRICK, ROBERT B.
Robert Hetrick joins Stroh Brewery. LMN. *20 My/107*
HEUBLEIN INC.
Sanders sues Heublein. *28 Ja/30*
Black & White scotch goes to F. William Free. LMN. *18 F/1*
Steak sauce market battle now in court. *25 Mr/8*
Heublein tests Wine & Dine dinner line. LMN. *20 My/107*
Black & White resurrects its dog in an effort to turn brand around. J. O'Connor. *10 Je/2*
Top 100 national advertisers 1973 marketing report. *26 Ag/137*
Heublein brand, airline ads top NOW booby prize list. *2 S/41*
Clorox/Heublein steak sauce court fight delayed. *7 O/26*
Heublein Wines International expands markets for Faisca Portuguese wine. LMN. *28 O/71*
HICKS, PAUL B. JR.
Crisis altered buying habits, Texaco vp tells IAA group. *24 Je/12*
HICKS, E. WYATTE
Anatomy of a breakup: Chock Full vs. JWT. J. O'Connor. *5 Ag/1*
Hicks named to new post at Thompson. *16 S/8*
Newest JWT shifts bolster creative side. *30 S/8*
HICKS & GREIST INC.
D. Edward Ricchiuto named as president. LMN. *14 Ja/61*
H&G billings rise. *21 Ja/35*
Hicks & Greist resigns Brown Gold coffee account. FTR. *24 Je/8*
HILL & KNOWLTON
Hill & Knowlton reports annual fee income. FTR. *14 Ja/8*
HILLS BROS. COFFEE, INC.
Hills Bros., Carnation move into flavored coffee market. *9 D/73*
Nestle waits as others battle GF int'l coffees. *16 D/82*
HILTON HOTELS
National Car Rental System and Hilton Hotels offering going mini-vacation. FTR. *27 My/8*
HIMONAS, JAMES JR.
Himonas will handle Factor heading new RS&L office. *13 My/8*
HITE, GARTH (author)
Publisher 'squawks' clarified. *18 N/201*
HITESMAN, WALTER W. JR.
Hitesman out as 'RD' chief. *20 My/8*
HOBBYCRAFT
See GAMES, TOYS & HOBBYCRAFT
HOBLER, ATHERTON W.
A. W. Hobler, B&B partner and radio ad pioneer, dies. *7 Ja/2*
HOCKEY
See SPORTS
HOECHST AG, HOECHST FIBERS CO.
See AMERICAN HOECHST CORP.
HOEFER, DIETRICH & BROWN
Lucky stores names Hoefer, Dietrich Brown as 1st agency. LMN. *13 My/93*
China delegation visits Hoefer, Dietrich. *23 S/38*
HOFFMAN-LAROCHE, INC.
Hoffman-LaRoche disbands toiletries division, and two hair care products. LMN. *11 F/65*
HOFFMAN MOTORS CORP.
BMW stops Hoffman move to Rosenfeld, Sirowitz shop. *21 Ja/8*
BMW & Hoffman assign account to Ammirati Puris. AvRutick. LMN. *12 Ag/57*
HOFFMAN, YORK, BAKER & JOHNSON INC.
KVPD merger with Hoffman is now official. *7 Ja/3*
Hoffman adding Chicago's Feldman. *4 F/52*
Bradley names Hoffman, York for industrial control and systems divisions. FTR. *8 Ap/8*
HOHNER, M., INC.
Hohner promotes 'denim deal.' Adbeat. *25 Mr/103*
HOLIDAY CAMPAIGNS
Schick sets $2,000,000 gift-givers ad campaign. *6 My/8*
Curling irons are back: big Yule push planned. L. Baltera. (Roundup of the curling iron market.) *3 Je/18*
'Professional' hair dryer will be major Yule item. T. Rowan. *22 Jl/4*
Kodak sets theme for Yule campaign. *2 S/36*
Decoration area sees brighter Yule. *2 S/44*
Tyco Industries promoting model train sets with X-Mas campaign. Adbeat. *2 S/44*
Olive group seeks new agency as it drops Thompson. *2 S/45*
Santa gets an X rating from broadcasting code. *28 O/1*
Big pre-Christmas ad efforts planned for imported wines. T. Rowan. *28 O/6*
A letter from Santa. Editorial. (The likeness of Santa Claus in children's product advertising is not an endorsement for any particular product.) *4 N/16*
Quaker sees lower Yule sales for toys. *18 N/217*
Rockwell $2 million mini-calculator blitz backing Yule sales. H. Bernstein. *2 D/3*
Pr gift ads set for exec 'who has everything'. *16 D/67*
HOLIDAY INNS, INC.
Holiday Inns and Howard Johnson's both have Gasoline Advisory Service. FTR. *11 Mr/8*
Holiday Inns shifting to 'emotional' ad campaign. B. Donath. *4 N/6*
Holiday Inns names East/West Network to publish new Holiday Inn magazine. FTR. *16 D/8*
HOLLY FARMS POULTRY INDUSTRIES, INC.
Chicken marketers broaden ad efforts. *24 Je/20*
'HOLLYWOOD DAILY NEWS'
New tabloid daily set for Hollywood. *7 O/8*
HOLLYWOOD PARK
Hollywood Park turns race reruns into ad medium. *22 Jl/75*
HOLLYWOOD RADIO & TELEVISION SOCIETY
U.K., Japan top winners in int'l broadcast. *25 Mr/107*
HOME FURNISHINGS
Home furnishings men hike consumer budgets; fuel bind instrumental. V. Adams. *14 Ja/3*
Tv is not best medium for home style info. *21 Ja/28*
Women drawn to newspaper, tv & mail advertising for furniture, studied by Brehl & Assoc. Adbeat. *3 Je/57*
Home furnishings industry sets voluntary ad guidelines. *8 Jl/62*
E. Allen sets tv effort; Lees sticking with print. C. Geraghty. *12 Ag/46*. Correction: *26 Ag/210*.
U. S. Plywood picks net tv for paneling identity effort. *19 Ag/16*
'Better Homes & Gardens' & furniture manufacturers combine as consumer information centers in retail stores. FTR. *21 O/8*
Magazine users ask better merchandising. (Panel sessions at Magazine Day review Automotive, appliance, insurance clothing, home furnishings, cosmetics industries, and corporate image.) *23 S/53*
Hamilton's touts value, variety in introductory offer. *4 N/69*
Tell City told to halt its use of Bicentennial logo in ads. *2 D/58*
National Ass. of Furniture Manufacturers seeking ban of cigarets burning longer than 10 minutes. Adbeat. *2 D/64*
See also CARPETS & RUGS
DO-IT-YOURSELF
FLOORING
'HOMELIFE'
'Homelife' goes to 10¢; takes returns. *28 Ja/61*
In-Store seeking buyer for ailing 'Homelife.' *11 F/6*

'Homelife' awaits word from buy prospects. LMN. *11 Mr/1*
Western bows out of 'Homelife' buy talks. LMN. *1 Ap/55*
HOME-STAKE PRODUCTION CO.
Marketing, media execs on star-filled swindle list. *1 Jl/2*
Books and dry wells. Editorial. (Comments on Charles Brower's book publishing problems and a fraudulent oil well drilling scheme.) *8 Jl/14*
HOME TESTING INSTITUTE
Consumers think high food prices Uncle Sam's fault. *11 Mr/62*
HOMOSEXUALS
Gay-produced 'Out' bows. *22 Ap/23*
HOMS, JUAN JR.
American Airlines' ex-exec sentenced. *11 Mr/14*
HONDA MOTOR CO.
See AMERICAN HONDA MOTOR CO.
HONEY
'Lazy' bees slow effort to sting sugar. *18 N/1*
HONIG-COOPER & HARRINGTON
Grey, Honig AAF West's top winners. *22 Ap/37*
Merger between Honig-Cooper & Harrington and Foote, Cone & Belding labeled "just talk." FTR. *1 Jl/8*
HONIG, MARVIN
Honig quickly begins DDB creative shift. *4 N/8*
HONOMICHL, JACK J. (author)
Consumer research goes to work in energy shortage. *4 F/30*
One company offers ads to help research image. *25 F/142*
'Influentials' study: Research spending to rise. (First of 2 parts.) *8 Jl/3*
Research top ten: Who they are and what they do. (Includes largest U.S. research companies by dollar volume.) *15 Jl/24*. Correction: *22 Jl/76*.
Leaders polled on central trade assn., outside owners. (Last of 2 parts.) *15 Jl/66*
Research companies plan new association: want federal projects. *9 D/3*
HOOD, H. P., INC.
Hood aims at concentrates with launch of non-frozen o.j. *29 Ap/1*
HOOVER CO.
Hoover begins trade push for Celebrity line of canister vacuums. Adbeat. *6 My/78*
HORCHOW COLLECTION
Horchow sets mail test, opens new company. *3 Je/28*
HORMEL, GEORGE A. & CO.
Hormel tests Diablo taco kits. LMN. *15 Ap/59*
Hormel enters frozen food market. LMN. *7 O/99*
HORSE RACING
See SPORTS
HOSIERY
Burlington reduces retail prices on Ballet pantyhose. Adbeat. *7 Ja/51*
Bic Pen tests Fannyhose in two markets. *18 F/47*. See also *11 F/8*, FTR.
L'Eggs files complaint with NAD charging StarCrest with misleading advertising. FTR. *25 Mr/8*
L'eggs steps into test with knee-high line. *15 Ap/1*
No Nonsense adds size. *6 My/8*
Hanes running product concept test for panty hose. LMN. *17 Je/123*
L'Eggs Products & Dana Perfumes join in hosiery promotional effort. Adbeat. *15 Jl/87*
Gillette tests Buster; eyes new areas. J. O'Connor. (Also, Gillette withdraws ad support for Hosiery Guard.) *15 Jl/1*
Alba Sani-Terries pantyhose bow. *22 Jl/75*
Playtex tests Made to Measure panty hose. LMN. *22 Jl/75*
Stevens Hosiery breaks price-cut campaign for Budgateer pantyhose. LMN. *29 Jl/53*
No Nonsense introduces knee-high hosiery. LMN. *12 Ag/57*
Hanes Hosiery offers premium on Alive support pantyhose. FTR. *2 S/8*
Print, radio, p.o.p. back Hanes Alive discount campaign. *9 S/30*
Bic moves Fannyhose test to three new cities. *9 S/35*
No Nonsense hosiery moves in on L'eggs line. L. Baltera. *9 S/41*
Sears offering pantyhose at low prices. FTR. *23 S/8*
Joe Namath resumes adv. for Hanes Hosiery. Adbeat. *30 S/87*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
Hanes & L'Eggs Products files suit against Kayser Roth for deceptive No Nonsense advertising. FTR. *28 O/8*
Activ bows out of pantyhose market; Hanes, K-R ad suit battle continues. *4 N/2*
Burlington Hosiery of Canada names AC&R Advertising. LMN. *18 N/217*
Hanes launches Summer Sheer pantyhose nationally. LMN. *9 D/73*
Kayser-Roth enters budget hosiery area. *16 D/83*. Correction *6 Ja '75/83*.
HOT DOGS
See MEAT & MEAT PACKERS
HOTELS AND MOTELS
Holiday Inn & Howard Johnson's offering a Gas Advisory Service. FTR. *11 Mr/8*
Holiday Inns shifting to 'emotional' ad campaign. B. Donath. *4 N/6*
Ramada breaks new ad campaign. Adbeat. *18 N/202*
Sheraton drops its own credit card. *2 D/25*
Rodeway Inns of America signs Charles Nelson Reilly as spokesperson. Adbeat. *2 D/64*
HOUSE AGENCIES
Talent variety, cost cutting capability help house shops. *25 Mr/119*
Marriott creates house agency. LMN. *1 Ap/55*
Epting raps outside services; says NSC building own talent. J. O'Connor. *6 My/1*
Lees Carpets sets new house agency. *13 My/77*
Mattel plans $6 million fall drive; tells success of in-house production. H. Bernstein. *20 My/3*
Del Webb Corp. moved its hotel business in-house. FTR. *3 Je/8*
BBDO staffers in NY try new voluntary in-house course. Adbeat. *10 Je/66*
Retail advertising, restless giant, gets itself moving. S. Fogelson. *30 S/29*
HOUSEHOLD WIPES
See TOWELETTES
HOUSEWARES
Housewares buyers act as shortages threaten. T. Rowan. *21 Ja/3*
Housewares study lists public's view on responsiveness. *8 Jl/49*
Popeil readies Whip-O-Matic for Yule drive. *2 S/4*
GE hikes housewares budget in move to capture No. 1 slot. *16 D/2*
HOWARD JOHNSON CO.
Holiday Inns and Howard Johnson's both have Gasoline Advisory Service. FTR. *11 Mr/8*
Ground Round sets ads. *23 S/114*
HOWARD, ROBERT T.
Robert Howard claims PBS is "misnamed." *24 Je/72*
NBC boss raps sponsor pullouts from 'Innocent.' M. Christopher. *16 S/1*
Controversial tv programming an obligation: NBC's chief. *21 O/8*
HUDSON PHARMACEUTICAL CORP.
Hudson Pharmaceutical breaks ads for Vioday Plus Iron tablets. Adbeat. *25 F/154*
HUDSON PULP & PAPER CORP.
Hudson Pulp signs accounts to Smith/Greenland. FTR. *29 Jl/8*
HUGHES AIRWEST
Frontier Airlines and Hughes Airwest promote Mexican vacations. Adbeat. *28 Ja/57*
HUGHES, HOWARD
Court halts commercial use of Howard Hughes' name. S. Diamond. *4 Mr/38*
HUGHES SPORTS NETWORK
ABC eyes female audiences as strong market for spots fare. J. Forkan. *11 N/3*
Andy Williams & Jackie Gleason golf tourneys picked by Hughes Television. Adbeat. *2 S/44*
HTN moves into kid fare with 'Funtastic' series. J. Forkan. *2 D/4*
HUMOR IN ADVERTISING
Humorous ads are Faygo's answer to big competition. *18 Mr/12*
Miles moving toward funny ads. LMN. *18 Mr/77*
Don't spurn humor — it can get you tv memorability and sales punch, too. T. V. Byor. *10 Je/39*
Bank ads tout 'phobia' cures. *29 Jl/34*
Norway sardines humor ads return to boost sales. *29 Jl/54*
Entertaining ad may not be best, Jones tells group. *7 O/79*

HUMPHREY BROWNING MACDOUGALL
Salada agency reportedly will share suit settlement. *11 Mr/50*
Dunkin' Donuts picks Humphrey, Browning, McDougall. LMN. *29 Ap/75*
Nabisco Confectionary to shift candy account to HBM. LMN. *6 My/81*
Humphrey takes eight (Hatch awards). *8 Jl/59*
HUMPHREY, HUBERT (Sen.)
L&N named in probe of political funds. *1 Ap/56*
HUNT, ROBERT M.
Cook, Hunt promoted at Tribune Co. *15 Ap/8*
HUNT-WESSON FOODS INC.
H-W expected to announce new agency for convenience foods. FTR. *4 Mr/8*
Botsford gets Hunt. *11 Mr/62*
Dole & Reddi-Wip team up for summer recipes. Adbeat. *10 Je/66*
NSI says new product moratorium at Hunt-Wesson unit may be over. *18 N/6*
HUNTER, PETER
Hunter urges incentives to spur Canada spot content. *4 N/8*
HUTH, WILLIAM E. (author)
What's wrong with the FTC's complaint against cereal company advertising. *28 O/37*
HYMAN, MARK ASSOCIATES
Mark Hyman Assoc. adds appliance demonstration given to black college women. Adbeat. *3 Je/57*
Hyman shop full service. *9 S/44*

IBM CORP.
See INTERNATIONAL BUSINESS MACHINES CORP.
INA CORP.
INA will recreate SF quake & Mayflower landing. Adbeat. *22 Ap/77*
ITT-CONTINENTAL BAKING CO.
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
ITT-Continental Baking assigns tv buying for Wonder and Braun products to S. J. Reiner. Adbeat. *4 N/85*
National bakers put more (premiums) into bread. L. Haugh. *2 D/1*
Wonder bread suit shapes up as a 'classic'. J. Revett. *16 D/1*
Chasing the wrong villain? Editorial. (FTC's anti-trust cast against ITT-Continental Baking may be unjustified because Continental needs increased bread advertising to keep pace with the private label competitors.) *23 D/6*
IWC COMMUNICATIONS LTD.
Global Television Canadian net, is taken over by IWC. *13 My/39*
IBANCO LTD.
Banks form IBANCO to streamline operations. *14 O/76*
ICE CREAM
Stouffer introduces ice cream. LMN. *11 F/65*
Stouffer sets ice cream ads. *4 Mr/54*
U.S. Dairy Assn. ranks vanilla ice cream no. 1 flavor. Adbeat. *9 D/68*
Kitchens of Sara Lee going national with ice cream. LMN. *9 S/85*
Positioning puts Sealtest on top of ice cream market. *16 S/3*
Bresler's Ice Cream markets product as bank premium. *28 O/67*
IDAHO POTATO COMMISSION
Idaho Potato Commission promoting potatoes via photo kits to grocers. Adbeat. *1 Jl/53*
IDEA ADVERTISING
Mobil protests 'idea' ad ban; radio nets block Texaco spots. M. Christopher; S. Cohen. *8 Ap/1*
Don't ban idea ads. Editorial. (Mobil Oil Corp challenges television networks to allow more flexible approaches to the idea ad issue.) *15 Ap/14*
IDEA MARKETPLACE
The idea marketplace: A concept whose time has come. G. Gramm. (Feature is a showcase for original products, ad and promotion ideas.) *23 S/68*
The Idea Marketplace: The new and different. G. Gramm. *4 N/64*
Gramm's Idea Marketplace turns Neff on — uncontrollably. D. Neff. *25 N/36*
The Idea Marketplace: Originality showcase. G. Gramm. *9 D/50*
IDEAL TOY CORP.
Ideal Toy supports doll line via tv. Adbeat. *18 Mr/73*
Ideal Toy Corp. promotes Think & Learn line via tv and print. Adbeat. *22 Jl/71*
Ideal hits snag in Derry Daring tv ad. *19 Ag/4*
An Ideal booster. (Ideal Toy Co.'s plans for toys based on Evil Knievel's jump.) *2 S/42*
No nosedive for Knievel licensees. J. Forkan. *16 S/1*
Ideal hoping NAB approval for revamped Daring doll ad. M. Maples. *7 O/89*
IDENTIMATCH CORP.
Identimatch markets new computerized tv-radio commercial performance verification service. Adbeat. *25 Mr/103*
Reiner first to subscribe to Identimatch service. Adbeat. *29 Ap/72*
ILLINOIS
Illinois Bell sets savings on operating costs, with low ad budget. Adbeat. *18 F/70*
Must accept impeach ads, court rules. *29 Ap/80*
IMAGE ADVERTISING
'Image' ads protected as free speech Engman says. *18 F/1*
Lawmakers irked by FTC 'image' stance. *25 F/8*
Tv execs see oil counter ads as primarily a print problem. *18 Mr/1.*
See also *11 Mr/57,* LMN.
Rosenthal group's counter ads hit energy company messages. *18 Mr/2*
Mobil protests 'idea' ad ban; radio nets block Texaco spots. M. Christopher; S. Cohen. *8 Ap/1*
Group says energy 'image' ads not deductable. *13 My/3*
Mobil will label image ads. *13 My/93*
IMPARTO, ARTHUR J. ASSOCIATES
'Fabricnews 2' plans January, '75 bow. *19 Ag/44*
IMPEACHMENT
Ad people mirror vox populi on Nixon and Watergate. *8 Ap/10*
Must accept impeach ads, court rules. *29 Ap/80*
Net tv coverage of Judiciary committee's impeachment hearings may be on a rotational basis. LMN. *6 My/81*
ACLU seeks action on CTA car card refusal complaint. *20 My/107*
Nets eye recess ads for impeachment coverage. M. Christopher. *29 Jl/1*
Clients, shops wait word on preempts for House debate. M. Christopher. *5 Ag/1*
IMPERIAL TOBACCO LTD.
Belvedere cigaret's 'Beautiful Blue' ads begin in Canada. *25 F/148*
Imperial Tobacco testing Colts Mild little cigars. Adbeat. *16 S/92*
IMPERIALE, N. R. INC.
N. R. Imperiale Inc. runs insurance ads for kidnapping coverage. Adbeat. *24 Je/72*
INCOME TAX
See TAXES
INDEPENDENT POSTAL SYSTEM OF AMERICA
Judge dismisses IPSA fraud case. *6 My/81*
Private mailers moving confidently; see postal rate hikes aiding growth. AA Roundup. *19 Ag/3*
INDIANA
Indiana will tell the world in new development effort. *10 Je/16*
IDONESIA
JWT takes control in Indonesian shop. *8 Jl/56*
INDUSTRIAL ADVERTISING
See ADVERTISING, INDUSTRIAL
INDUSTRIAL DEVELOPMENT AUTHORITY
Industrial Development Authority, Ireland, begins tv advertising in U.S. Adbeat. *27 My/60*
INDUSTRIAL PUBLISHING CO.
Industrial Publishing buys Litton's Reinhold. LMN. *30 S/1*
INFLATION
Inflation, energy woe turn screw on Japan advertising. L. Link. *20 My/25*
Advertisers firm budgets, agencies trim payrolls in world energy snag. R. Bechtos. *20 My/25*
Shortages cloud 1974 outlook for Canada advertising, economy. N. Cotter. *20 My/27*
Germans take oil crunch in stride, but agency profits off. B. Mussey. *20 My/30*
Greece plagued by rising media costs, inflation, dim-out. A. Rizopoulos. *20 My/76*

Inflation bigger marketing problem than fuel shortage, says AMC exec. R. Gray. *27 My/3*
More rate hikes, paid lists ahead in publishing: Emery. *24 Je/8*
Inflation may emerge as new ad theme. Editorial. (Market pressures could become overwhelming if advertisers become disenchanted with the government's competence in handling inflation.) *15 Jl/16*
Chamber appoints Conahay to handle anti-inflation ads. *15 Jl/92*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
Now is not the time for new consumer agency. Editorial. (Congress and the administration should vote down the unessential establishment of a Consumer Protection Agency.) *22 Jl/12*
Ads part of cutback call? (Nixon's address on economy.) *29 Jl/54*
Admen can stress price to help curb inflation, Stein says. AA Roundup. *5 Ag/1*
Inflation seen biggest worry for auto execs. *5 Ag/44*
Value ads coming, but spending cuts not on the horizon. AA Roundup. *12 Ag/2*
FTC attached for 'weakening' deceptive price ad guidelines. *19 Ag/1*
Ad execs differ on Ford, inflation. M. Christopher. *19 Ag/2*
The conflicts of marketing within the public interest. Editorial. (Gasoline prices are an example of control of consumer demand by the government, which may not be the answer to current inflation.) *19 Ag/12*
Marketers should have role in economic summit meet. Editorial. (Business must communicate with the public through advertising, to ease inflation and boost economy.) *2 S/10*
Word from White House: Slow down on spending. *9 S/1*
Open letter to President Ford. S. Bernstein. (SRB suggest to President Ford that U.S. Savings Bonds be sold to the public as a measure to curb inflation.) *9 S/16*
Price ads: One way to help. Editorial. (Marketing community can do much to curb inflation by running price guidance advertising to cost-conscous consumer, with no bait and switch tactics involved.) *9 S/16*
More advertisers use price, value themes to counter inflation. AA Roundup. *16 S/1*
Groups await direction for anti-inflation ad tack. *16 S/90*
Inflation changing consumer buying, Pillsbury reports. *23 S/2*
CBS' Taylor sees savings as key to curbing inflation. *23 S/115*
Bernstein savings bond proposal gains support. *30 S/4*
Canada consumer chief hits ad role in economy. *30 S/8*
Just selling bonds isn't good enough. S. Bernstein. (Along with promoting savings bonds as inflation-fighters, the bonds should also rekindle a feeling of pride and confidence in our nation.) *30 S/16*
National retailers grow, lean on newspaper ads. L. Goodman. *30 S/28*
What tv can do (and at what cost) for retailers. G. Lincoln. *30 S/54*
U.S. raising retail ad limits for liquor, wine marketers. *30 S/94*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
Summit meeting shows the forces that interact. S. Cohen. (Discussion of inflation & economy indicate a need for changes in consumer life styles as well as conservation of commodities.) *7 O/18*
Growth plans hampered by costs, BPA survey finds. *7 O/49*
Elliot vows ad industry's support for inflation battle. H. Bernstein. (Review of 4A's Western conference.) *7 O/102*
Will the public respond? Editorial. (Concerned marketers are examining product and sales strategy, so that the changing national attitude and requirements do not catch them unaware.) *14 O/16*
Inflation hikes premium appeal, but boosts costs. E. Mahany. *14 O/44*
Canadian ad budgets may become inflation victims. *14 O/78*
Business sees no ill effects from Ford anti-inflation plan. J. Revett. *21 O/1*
A balanced approach needed. Editorial. (Success in coming to grips with inflation and recession depends on the attitudes of consumers and business men toward Presidential policies.) *21 O/16*
New Congress to be reform-minded; inflation, energy, social issues on tap. S. Cohen. *11 N/2*
Study cites social pressure as villain in spiraling ad cost. *11 N/19*
Mixed view on GM ad at White House. *11 N/74*
Inflation fight will test mettle on both sides. S. Cohen. *18 N/12*
Business press hit by inflation; but ad schemes hold or rise. T. Allen. *18 N/88*
Government must help build consumer trust, admen told. *18 N/220*
Feeling the pinch? You aren't alone, study says. *2 D/30*
We'll see fewer new products in 1975 — culprit is shortage of capital, resources. E. B. Weiss. (First of 2 parts.) *2 D/35*
U.S. retailers making cuts — but ad budgets are unscathed. L. Baltera. *9 D/1*
Supermarkets freeze prices; shoppers may see some relief. *9 D/3*
White House WIN ad plan losing steam. *9 D/3*
The new era of shortages complicates marketing. E. B. Weiss. (Last of 2 parts.) *16 D/56*
How to grapple with inflation in producing tv commercials. A. Bellaire. *16 D/58*
See also FORD ADMINISTRATION

IN-FLIGHT MAGAZINES
See MAGAZINES, IN-FLIGHT

IN-FLIGHT PROGRAMING
See PROGRAMING IN-FLIGHT

INFORMAT PUBLISHING CORP.
Billboard's 'Architectural Forum' is sold. B. Donath. *1 Ap/8*

INFORMATION CONCEPTS
Combined installs new low-energy outdoor advertising system. Adbeat. *6 My/78*

INFORMATION FOR BUSINESS
Info for Business plans terminal booth. *14 O/75*

INFORMATION SOURCE
Secondary researcher finds humans outpace computer. *26 Ag/205*

INGALLS ASSOCIATES
Herzbrun moves to new Ingalls post. *12 Ag/50*

INGREDIENT LABELING
See LABELING, INGREDIENT

INSECTICIDES
See PESTICIDES

INSERTS
'BW' to run Russian insert. *11 Mr/6*
'Shopper's Voice' insert returns to newspapers. Adbeat. *6 My/78*
Clairol sets hair care insert in 'Seventeen.' Adbeat. *3 Je/57*
Blair, Einson plan coupon blitz via cooperative inserts. *9 S/64*. See also *15 Ap/62*, Adbeat; *2 S/41*, LMN.
Early Times drive includes biggest insert. *23 S/100*
Kemag Inc. launched to sell inserts aimed at black market. LMN. *30 S/71*
Black ad insert will run in three women's magazines. *7 O/53*

IN SIGHT MARKETING
Katz launches In Sight unit. *7 O/90*

INSTITUTE OF CANADIAN ADVERTISING
Canada ad course set. *6 My/35*
ICA head Daniher urges task force to study agency fees. *27 My/66*
ICA head plans formation of new Canada agency group. *7 O/54*

INSTITUTE OF OUTDOOR ADVERTISING
IOA being established to bring in outdoor business. *26 Ag/22*
New IOA names staff. *4 N/45*
Get in on top advertisers' media planning, OAAA told. *18 N/202*

IN-STORE ADVERTISING
Audio in-store ads boost sales in supermarket test. *18 F/28*. See also *14 Ja/57*, Adbeat.
Cinecom readies in-store ad signs. *25 F/165*
Ad Projections expands in-store ad system. Adbeat. *22 Ap/77*
In-Store Television combines ad spots with surveillance. *6 My/81*

IN-STORE PUBLICATIONS INC.
'Homelife' goes to 10¢; takes returns. *28 Ja/61*
In-Store seeking buyer for ailing 'Homelife.' *11 F/6*
'Homelife' awaits word from buy prospects. LMN. *11 Mr/1*
Western bows out of 'Homelife' buy talks. LMN. *1 Ap/55*

INSULATION
Certain-teed sales hike of 40% laid to info-type ads. *15 Ap/24*
Johns-Manville drive hails Insulation Center. L. Haugh. *3 Je/8*

INSURANCE
MONY picks Marschalk as Vernet folds. *7 Ja/8*
MFA Insurance continues ad theme 'Shield of Shelter.' Adbeat. *7 Ja/51*
Allstate print ads push GM air bags. *21 Ja/2*
New Kemper theme skewed toward independent agent. *25 F/164.* See also *18 F/67,* LMN.
Insurance sold by mail villain or victim? J. Furth. *11 Mr/37*
Ransom insurance for kidnap cases tested. *18 Mr/8*
Southland picks Norsworthy agency. LMN. *1 Ap/55*
Fireman's Fund signs as WFL sponsor. LMN. *15 Ap/1*
'BI' gives top award to three. *6 My/81*
Direct Marketing Insurance Company supports cease and desist order directed to Ernest Welde Insurance. Adbeat. *20 My/103*
N. R. Imperiale Inc. runs insurance ads for kidnapping coverage. Adbeat. *24 Je/72.*
Continental comparison ads don't faze 'loser' State Farm. *22 Jl/40*
Transamerica Insurance begins first consumer campaign. LMN. *5 Ag/43*
Dental insurance backed by tv effort. *2 S/39*
Blue Cross, Blue Shield get together in joint drive. *9 S/1*
Hartford Insurance concentrates ad effort in tv newscasts. Adbeat. *9 S/88*
Magazine users ask better merchandising. (Panel sessions at Magazine Day review automotive, appliance, insurance clothing, home furnishings, cosmetics industries, and corporate image.) *23 S/53*
New theme backs drive for life insurance group. *14 O/2*
Which ad really pulled best? B. Stone. (Review of Old American Insurance Co. ads.) *14 O/93*
Daniels-Head & Assoc. advertises insurance on cable tv. Adbeat. *4 N/85*
Travelers Insurance Co. picks Gregory Peck as spokesperson. Adbeat. *2 D/64*

'INTELLECTUAL DIGEST'
'ID' becomes sixth book to fold in '74; cost increases cited. B. Donath. *22 Ap/2*
In defense of 'sex' books. Editorial. ('ID' did not fail because it was pushed out by sex books; magazines fall short when they fall short of advertisers.) *6 My/14*
'ID' sells names and editorial rights to Approach 13-30. LMN. *15 Jl/85*

INTERBANK CARD ASSN.
Interbank Card Assn. breaks "Master Charge" ad campaign. Adbeat. *18 Mr/73*
Credit card execs see little effect in gas station pullouts. *1 Ap/2*
Dominick's chain to begin taking Master Charge. *15 Jl/75*
Empire II challenges N.Y. Master Charge. *14 O/72*

INTERCOM SYSTEMS
Motorola pager gets consumer ads. *9 D/28*

INTERMARCO GROUP
Claude Neuschwander resigns as president of Intermarco. LMN. *4 F/49*
Turkevich named to management board of European Intermarco Farner advertising network. LMN. *27 My/63*

INTERMARKET ASSN. OF ADVERTISING AGENCIES
IAAA urges liability change to prevent 'financial havoc'. *28 Ja/8*

INTERNAL REVENUE SERVICE
Hart calls for IRS probe of oil company ad deductions. *22 Jl/2*
Percentage of sales invested in advertising in 1971-1972. *30 S/76*

INTERNATIONAL ADVERTISING
See ADVERTISING, INTERNATIONAL
ADVERTISING AGENCIES, INTERNATIONAL
MAGAZINES, FOREIGN
MARKETING, INTERNATIONAL
Individual countries

INTERNATIONAL ADVERTISING ASSN.
GF International moves to centralized policies. *25 F/148*
Personal care items' global outlook good. *1 Ap/28*
IAA hears call to aid struggle for human rights. R. Bechtos. (Report on the 24th World Congress of the International Advertising Ass'n.) *27 My/1*
Multinational companies are constructive force: Hollender. R. Bechtos. (Report on the IAA World Congress.) *3 Je/3*
IAA hears about government pressure used on advertisers. *3 Je/53*
The message from Iran. Editorial. (Comments on Iran's Princess Ashraf Pahlavi's remarks at the IAA world conference.) *10 Je/10*
Crises altered buying habits, Texaco vp tells IAA group. *24 Je/12*
U.S. shops can learn from fee use in Europe: Clark. *16 S/72*

INTERNATIONAL AIR TRANSPORT ASSN.
Pan Am fined by IATA for illegal channeling of coop ad rebates. FTR. *29 Ap/8*
Pan Am files cross-claim suit with international air group, travel shop. *13 My/40*

INTERNATIONAL BUSINESS MACHINES CORP.
IBM still loses next to 'good' typsetting; enlargements okay — if cautious. P. Brady. *28 O/48*
IBM keeps cool as Xerox rolls out new typing system. *4 N/70*
Mailers ask clarification on IBM 'privacy' ad. *2 D/3*
Public should know use of mailing list info: IBM. *9 D/8*
IBM, Penney, Bird set Bicentennial tie-in programs. *9 D/66*
IBM says privacy issue up to individual mailer. *16 D/83*

INTERNATIONAL CIRCULATION DISTRIBUTORS
CBS Publications picks International Circulation. *4 N/89*

INTERNATIONAL DAIRY QUEEN, INC.
Dairy Queen boosts ads; new spots set. *18 Mr/34*

INTERNATIONAL HARVESTER CO.
International Harvester assigns heavy duty truck advertising to Brand Advertising. LMN. *14 Ja/61*
International Harvester assigns account to Ketchum, MacLeod & Grove. FTR. *28 Ja/8*
'Farm Forum' launched. *8 Jl/46*
Scout vehicles to get $400,000 net tv campaign. *21 O/26*

'INTERNATIONAL HERALD TRIBUNE'
'Int'l Herald' gets fascimile transmission. *18 Mr/29*

INTERNATIONAL HOUSE OF PANCAKES
International House of Pancakes using football theme for advertising campaign. LMN. *27 My/63.* See also *12 Ag/57,* LMN.
Ad spending to double at IHOP. *28 O/75*

INTERNATIONAL KNIGHTS OF WINE
Int'l Knights of Wine begins to market line of youth-oriented fruit wines. Adbeat. *27 My/60*

INTERNATIONAL LIBRARY INC.
First of series of ad law anthology published by ILI. *18 F/71*

INTERNATIONAL MULTIFOODS CORP.
Kretschmer adds flavors. *14 Ja/64*
Multifoods opens new Chicago marketing unit. *3 Je/58*
Int'l Multifoods expected to reach new agency selection. FTR. *24 Je/8*
Multifoods execs see few long-term changes in food buying. L. Edwards. *11 N/30*
New Multifoods ads tout wheat germ as a cereal. L. Edwards. *9 D/10*

INTERNATIONAL NEWSPAPER ADVERTISING EXECUTIVES
INAE hears food exec give encouraging news: 'We're back on ad track'. V. Adams. *4 F/3*
Media may create their own credibility gap, Dickey warns. *4 F/4*
Newspapers' two-rate policy, mass appeal need revamp. *29 Jl/49*

INTERNATIONAL NEWSPAPER PROMOTION ASSN.
INPA group hears call for new 'concept'. N. Howard. *27 My/2*

INTERNATIONAL PLAYTEX CORP.
International Playtex reintroducing improved Playtex tampons LMN. *10 Je/63*
Rely wins No. 2 test market spot; Kimberly-Clark may be big loser. L. Edwards. *1 Jl/3*
Playtex tests Made to Measure, Feminine Towelettes, and Better Way bathroom tissue. LMN. *22 Jl/75*

INTERNATIONAL RADIO & TELEVISION SOCIETY
Computer: Time buyer friend or foe? J. Forkan. *22 Ap/78*
With radio drama success, Brown chides former critics. *13 My/26*
Webster heads society. *24 Je/41*

INTERNATIONAL RESEARCH ASSOCIATES
Starch adds INRA, sets name change. *14 Ja/4.* See also: *21 Ja/10.*

INTERNATIONAL TELEPHONE & TELEGRAPH CORP.
ITT unveils $6,000,000 corporate ad drive for '74. *14 Ja/1*
ITT Photolamp Division marketing Magicflash for Kodak cameras. Adbeat. *14 Ja/57*

ITT syndicates tv special on children around the world. LMN. *1 Ap/55*
ITT readies launch of kid tv series venture. *15 Ap/22*
IT&T promotes "Big Blue Marble" as first worldwide kids tv series. Adbeat. *27 My/60*
ITT creates tv spots to show how manikins train medical students. Adbeat. *22 Jl/71*
Top 100 national advertisers 1973 marketing report. *26 Ag/137*
ITT joins operations for financial division. *2 S/4*
Magicflash rolls out. *28 O/60*

INTERPUBLIC GROUP OF COS.
Interpublic sets new annual Healy awards program. *25 F/12*
Interpublic billings rise 7.2% in 1973. *25 Mr/111*
Interpbublic elects woman educator as board member. *29 Ap/76*
Charles Townsend named exec. vp of Interpublic. LMN. *3 Je/61*
Public shops 2nd quarters indicate '74 a trying year. *29 Jl/8*
Investor is No. 1 Interpublic holder; thinks agency stocks are dandy buys. B. Donath. *23 S/3*
Interpublic had a big role in Rocky's campaigns. *26 Ag/2*
Interpublic buys Troost; K&E gets London shop. *30 S/92*
Mrs. Wexler brings educator view to Interpublic's board. C. Geraghty. *4 N/36*
Interpublic buys in Africa. 16 D/34

INTERSTATE BRANDS CORP.
Snoopy signs up for dog treat line. *25 Mr/4*
National bakers put more (premiums) into bread. L. Haugh. *2 D/1*

INTEX PRODUCTS
Texize takes Grease relief on nat'l stage. *25 F/2*

IRAN
IAA hears call to aid struggle for human rights. R. Bechtos. *27 My/1*
The message from Iran. Editorial. (Comments on Iran's Princess Ashraf Pahlavi's remarks at the IAA world conference.) *10 Je/10*
Iran's new oil riches spark growth of local and international marketing. R. Bechtos. *30 S/3*

IRELAND
Industrial Development Authority, Ireland, begins tv advertising in U.S. Adbeat. *27 My/60*

IRVING, CLIFFORD
Clifford Irving new editor-in-chief of Literary Development Inc. Adbeat. *27 My/60*

IRWIN TOY CO.
Canada toy maker shifts to print ads. *24 Je/58*

ISRAEL
Israel's general election boosts agencies' profits. Adbeat. *4 F/53*
Israeli ad spending up in '73; inflation seen major factor. *25 F/149*
Israeli shops' commissions pared to 15%. *12 Ag/47*
Israeli admen study other media as dailies hike rates. *4 N/67*
Devaluation hits Israeli ads. B. Halpern. *25 N/22*

ISRAEL, LARRY H.
Israel of Wash. Post calls broadcast meeting to curb political spots. *2 D/4*

ITALY
Fuel and gas feast of famine cuts oil advertising in Italy. A. & W. Carnahan. *20 My/38*
Italy's lift of cable tv ban broadens ad opportunities. A. & W. Carnahan. *29 Jl/24*
Italian Fruit Juice Union appoints Foote, Cone & Belding as 1st agency in Italy. LMN. *5 Ag/43*

ITTA, JOHN PAUL, INC.
John Paul Itta gets Riunite wines. *25 F/8*

JGE ENTERPRISES
Alan brings 'Jerry' ad tack to Chicago, and sales jump. *19 Ag/23*
Jerry fires his agency for giving others story. J. O'Connor. *30 S/1*
Agency disputes story of its split-up with JGE. *28 O/58*

J-M POULTRY PACKING CO.
Chicken marketers broaden ad efforts. *24 Je/20*

JACK-IN-THE-BOX
See FOODMAKER INC.

JACKSON BREWING CO.
American Can Co. seeks Jax buyer; Pearl interested. *17 Je/8*
Pearl acquires Jax; puts it at Bloom. 1 Jl/56

JACKSON, WILLIAM (author)
Slice-of-life or slice-of-death? W. Jackson. (Review of some run-down television commercials.) *29 Jl/40*

JACQUES, McASKELL
Aussie shop drops initials in favor of McAskell name. *26 Ag/201*

JAMES AND THOMAS INC.
James & Thomas reveal records indicating reception of horse racing payments. FTR. *27 My/8*

JAPAN
Diverse Dentsu nudges aside JWT for global No. 1 status. *21 Ja/3*
Dentsu critic calls it 'public menace.' *21 Ja/69*
Baskin-Robbins advertises in Japan. Adbeat. *28 Ja/57*
Dr Pepper expands to Okinawa Islands. *25 F/148*
Treadmill of ad costs cited in Motorola's sale of Quasar. *18 Mr/3*
Dentsu joins with Bluejay to film new Max Factor campaign. Adbeat. *25 Mr/103*
U.K., Japan top winners in int'l broadcast. *25 Mr/107*
B&B departs from overseas policy with Chuo Senko joint venture. *13 My/2*
Inflation, energy woe turn screw on Japan advertising. L. Link. *20 My/25*
How to cope with 'Tokyo Trauma.' L. O'Neill. (On Japanese customs as they affect advertising.) *20 My/28*
Hakuhodo's TAK buy is first move into Brazil. R. Bechtos. *2 S/3*
Living costs surveyed; Japanese cities highest. *23 S/80*
Zenith files suit against Japanese marketers. *30 S/80*

JAPAN AIR LINES
Sumo wrestler adopted as symbol for Japan Air Lines. Adbeat. *8 Jl/60*
JAL launches push. *29 Jl/53*

JENO'S INC.
Totino's pizza promotion prevents payoff. L. Edwards. *28 Ja/3*

JERGENS, ANDREW CO. INC.
Jergens testing powder deodorant. LMN. *30 S/91*
Jergens testing new Woodbury Nature Scents soap. LMN. *21 O/99*
Andrew Jergens moves national with "Gee Your Hair Smells Terrific" shampoo & conditioner. LMN. *2 D/69*

JERRICO INC.
Long John chain sets major market expansion. M. Maples. *16 D/29*

JESNESS, PETER ASSOC.
Marsteller Inc., acquires Peter Jesness Assoc., Los Angeles, Calif. FTR. *17 Je/8*

JET-X CORP.
Jet-X has own company to market wares of others. *28 Ja/34*

JEWEL FOOD STORES
Jewel supermarkets offering Kellogg b'fast cereal in individual bowls. LMN. *26 Ag/209*

JEWELRY
Crown Jewels ads set. *4 F/53*
DeBeers sets big print ad effort. *18 F/28*
Zale centers anniversary ad drive on ABC special. *8 Jl/8*
DeBeers Consolidated Mines aiming at male audience with diamond promotions. Adbeat. *9 S/88*

JOAN OF ARC CO.
Joan of Arc quality theme ads begin in Midwest areas. *8 Jl/8*

JOCKEY INTERNATIONAL, INC.
Jockey breaks new spots. Adbeat. *21 Ja/58*

JOHNS-MANVILLE CORP.
Johns-Manivlle drive hails Insulation Center. L. Haugh. *3 Je/8*
Johns-Manville touts product line in Canadian print. *23 D/21*

JOHNSON, GEORGE, ADVERTISING
Johnson, Uni affiliate. *25 F/167*

JOHNSON, HOWARD CO.
See HOWARD JOHNSON CO.

JOHNSON, JOHN
Black market no monolity: 'Ebony' chief. *13 My/62*

JOHNSON, JOHN H.
Specialized magazines best serve public, Johnson says. *4 N/24*

JOHNSON & JOHNSON
J&J shifts $2,000,000 Sine-Aid to Compton. LMN. *21 Ja/1*
Johnson & Johnson testing Care facial cleanser. LMN. *28 Ja/61*
J&J tests TuffTowels. LMN. *8 Ap/65*

Scope, Listerine square off with strong new spots. N. Giges. *22 Ap/1*
J&J pushing deodorant in new effort on body powder. *20 My/3*
Top 100 national advertisers 1973 marketing report. *26 Ag/138.*
J&J aims at youth market with new 'o.b.' tampon entry. *16 S/3*
J&J introduces tablet tooth cleaner. FTR. *7 O/8*
Tylenol share growth triggers non-aspirin analgesic activity. N. Giges. *28 O/3*

JOHNSON PRODUCTS CO.
Johnson sues Avon over use of Ultra Sheer. *19 Ag/8*

JOHNSON PUBLISHING CO.
Specialized magazines best serve public, Johnson says. *4 N/24*
'Ebony' increases ad pages & revenues. Adbeat. *2 D/64*

JOHNSON, RAFFIN & CLARKE
New name of Johnson, Raffin & Lingard, Wellesley, Mass. *18 F/28*
Pro Athlete taps shop as players' market rep. *7 O/26*

JOHNSON, S.C., & SON
Deep Woods Off! buy spray set for April bow. LMN. *4 F/1*
SC Johnson begins national distribution of Special Edge. LMN. *6 My/81*
SC Johnson testing Shout laundry pre-soak. LMN. *13 My/93*
Johnson gives Step Saver to FC&B, Glory to Burnett. *27 My/6*
Johnson Diversified buys neddlecraft company. *24 Je/65*
S. C. Johnson tests rinse cycle Rain Barrel. LMN. *8 Jl/61*
Capri toiletries ready fall effort for revamped line. *26 Ag/22*
Top 100 national advertisers 1973 marketing report. *26 Ag/140*
Which ad attracted more readers? (Readership scores of Edge Protective Shave ads.) J. Rock. *23 S/77*
S. C. Johnson tests US deodorant. LMN. *23 S/111*
S. C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*

JOHNSTON, DON
See int'l shift as JWT taps Don Johnston. R. Bechtos. *26 Ag/1*
JWT divides int'l; Lanigan, Sharman get new positions. R. Bechtos. *9 S/3*
Hicks named to new post at Thompson. *16 S/8*
Newest JWT shifts bolster creative side. *30 S/8*
People will pay more for value: JWT foreign execs. *28 O/74*

JONES, DOW & CO.
See DOW JONES & CO.

JONES, ERNEST A.
Entertaining ad may not be best, Jones tells group. *7 O/79*
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Jones.) *18 N/198*

JONES, MARY GARDINER
Mary G. Jones affiliates with Nicholson & Carter law firm. LMN. *7 Ja/53*

JORGES CARPET MILLS
No run-of-the-mill crooner, carpet boss sells in rugtime. *8 Jl/24*

'JOURNAL OF ADVERTISING'
'Journal of Advertising' goes quarterly. *21 Ja/28*

JOURNALISM
Why do journalists do a better job of responding to outside criticism? J. O'Toole. *7 O/16*

JOVAN, INC.
Frankincense & Myrrh perfume oil and cologne spray ads breaking in Oct. Adbeat. *12 Ag/50*

JOYCE, TIMOTHY
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
Target weighting gives boost to consumer studies. (author) *15 Jl/26*

JUICES
Citrus group drops plan for fast-food couponing. *21 Ja/12*
Treesweet products tests new family pak orange juice. Adbeat. *11 F/70*
Florida Citrus hikes grapefruit advertising budget. *11 Mr/12.* Correction: *25 Mr/104.*
Kellogg's bid for Tropicana adds juice to nutrition ads. *22 Ap/6*
Hood aims at concentrates with launch of non-frozen o.j. *29 Ap/1*
General Foods' Start breakfast drink being re-advertised. FTR. *8 Jl/8*
Tropicana to SSC&B; may widen market. *15 Jl/3*
Minute Maid lemon juice tests. LMN. *5 Ag/43*
Libby taking on o.j. in new tomato juice spots. LMN. *9 S/1*
Nabisco testing new cereal & breakfast drink; also toaster pastries. LMN. *21 O/99*
Tropicana new N.Y. effort aims at Minute Maid entry. N. Giges. *28 O/30*
Citrus group to push restaurant juice in test. *11 N/70*
TreeSweet in widened test. *11 N/78*
Florida Citrus Commission breaks newspaper ads for juices. LMN. *25 N/53*
Coca-Cola introduces new size Minute Maid frozen orange juice, via sponsorship on Tournament of Roses parade. Adbeat. *25 N/56*
Campbell tests tomato juice 'snack'. LMN. *9 D/73*
Coca-Cola asks Florida Citrus Commission for rights to market low citric acid orange juice. LMN. *23 D/25*
See also BEVERAGES-NON CARBONATED
BREAKFAST FOODS

JUNK MAIL
Canadians don't mind mailed ads. *28 Ja/20*
When it arrives, the mail is great. S Bernstein. (SRB examines the mail he receives one Saturday morning.) *3 Je/14*

JUSTICE DEPARTMENT
See U.S. DEPARTMENT OF JUSTICE

K-PROMOTIONS
K-Promotions leaves Windsor Group. *8 Jl/54*

K-TEL INTERNATIONAL, INC.
K-tel cuts ad costs. *30 D/31*

KABLE NEWS CO.
Kable News Co. releases publishing rights to 'Gallery.' LMN. *7 Ja/53*
Agreement between 'Gallery' and Kable News Co. invalidated. LMN. *28 Ja/61*
'Gallery' changes set; three ex-staffers start own books. *25 Mr/2*

KAISER BROADCASTING CORP.
TV group asks test of 'commercial' programs. *7 Ja/2*
FCC refuses Kaiser Broadcasting request for test of program-length commercials. LMN. *28 Ja/61*

KAL KAN FOODS, INC.
Kal Kan Foods shifts some accounts to Ted Bates. FTR. *21 O/8*

KANE COMMUNICATIONS
'American Eye' opens. *12 Ag/44*

KANE LIGHT GLADNEY INC.
Kane sues Queen Casuals for ad idea. LMN. *25 Mr/115*
Berkey Photo moves account to Kane, Light, Gladney. LMN. *26 Ag/209*

KANTER, DR. DONALD L. (author)
Researchers gear down to realistic expectations. *15 Jl/42*

KAPLAN, PHIL
Phil Kaplan leaves Gillette Co. LMN. *8 Jl/61*

KAPNICK, RICK (author)
Proposing a new kind of political ad. *17 Je/107*

KASS, BENNY
Kass protests Schlitz malt liquor commercial. FTR. *8 Ap/8.* See also *15 Ap/59,* LMN.

KASTEN, J. G. & CO.
Simpson, Kasten merge. *23 S/58*

KATZ, SAMUEL
Katz, Cahners buy trade show units. *8 Jl/60*

KATZ AGENCY
Katz launches In Sight unit. *7 O/90*

KAUFMAN, HENRY J. & ASSOC.
Washington ad club awards ADDYs. *8 Jl/10*
'Star-News' reorganizes, taps Kaufman. *16 D/8*

KAUFMAN, LANSKY ADVERTISING
Kaufman, Lansky named to handle San Diego bureau. *8 Jl/8*

KAWASAKI MOTOR CORP.
Kawasaki continues to shake 'em up. H. Bernstein. *7 Ja/1*

KAWULA, JOHN M.
Popai taps Kawula. *16 S/33*

KAYSER COMMUNICATIONS
Kayser Communications 'Teen Mail' completes spring mailing. Adbeat. *13 My/89*

KAYSER-ROTH CORP.
No Nonsense adds size. *6 My/8*
No Nonsense introduces knee-high hosiery. LMN. *12 Ag/57*

No Nonsense hosiery moves in on L'Eggs line. L. Baltera. *9 S/41*
Bobby Riggs as spokesman for K-R's Supp-Hose. Adbeat. *23 S/107*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
Hanes & L'Eggs Products files suit against Kayser-Roth for deceptive No Nonsense advertising. FTR. *28 O/8*
Activ bows out of pantyhose market; Hanes, K-R ad suit battle continues. *4 N/2*
Kayser-Roth enters budget hosiery area. *16 D/83*. Correction: *6 Ja '75/83*.

KEEBLER CO.
United Biscuit buys 30% of Keebler Co. FTR. *28 Ja/8*
United Biscuit acquires Keebler Co. FTR. *29 Ap/8*
Keebler and elves to make 'strong' tv comeback. L. Edwards. *30 D/2*

KEENAN KEANE & McLAUGHLIN, NYC.
Renamed Keenan & McLaughlin, NYC. *1 J1/58*

THE KELLER CONCERN
Keller Concern opens. *26 Ag/8*

KELLEY, RUSSELL T. CO.
Kelley buys into shop. *17 Je/74*

KELLOGG CO.
Kellogg rolls out Country Morning; other 'naturals' gear up for moves. L. Edwards. *4 Mr/3*
Kellogg & Citrus Commission schedule joint campaign. Adbeat. *25 Mr/103*
Nutritional thrust, price holding gave Kellogg record '73. *25 Mr/108*
Cereal market to grow 7% in 1974: Maxwell. J. Maxwell. *22 Ap/2*
Kellogg's bid for Tropicana adds juice to nutrition ads. *22 Ap/6*
Shareholders nix Tropicana merger talks. *29 Ap/8*
Many gripe at proposed ban on premiums; Quaker likes it. *10 Je/1*
Cereal makers readying major premium changes. L. Haugh. *22 Jl/1*
Groups urge FDA limits on cereal sugar content. *5 Ag/6*
Top 100 national advertisers 1973 marketing report. *26 Ag/141*
Kellogg arguments reject FTC's proposed kids' premium guide. N. Bristol. *14 O/43*

KELLY, NASON INC.
Kelly, Nason buys Richard B. Harris & Assoc. *28 Ja/8*
Riviana Foods names Kelly, Nason for deli products. FTR. *11 F/8*
K-C adds Burnett, Kelly; Burnett resigns ADA. *24 Je/2*

KELLY, SCOTT & MADISON
Renamed Prime Time Marketing, NYC. *1 Jl/56*

KELLY-SPRINGFIELD TIRE CO.
Kelly begins new campaign. FTR. *18 Mr/8*

KELLY, STEPHEN E. (author)
The Postal Service — where it's been and where it is for U.S. magazines. *18 N/169*

KELVINATOR APPLIANCE CO.
Kelvinator sends "thank-you" cards to appliance purchasers Adbeat. *4 N/85*

KEMAG INC.
Black ad insert will run in three women's magazines. *7 O/53*

KEMPER INSURANCE COS.
New Kemper theme skewed toward independent agent. *25 F/164*. See also *18 F/67*, LMN.
Kemper drops tennis tournament, keeps golf. *8 Jl/60*

KEMPER, JAMES S., JR.
Kemper president wants business to set sanctions. *21 Ja/23*

KENDALL CO.
Bike Brief ad makes media itchy. *1 Jl/27*

KENNEDY, TED (SENATOR)
Bill prohibiting 'gifts' to physicians overshadows larger health issues. S. Cohen. *13 My/4*

KENNER PRODUCTS CO.
Kenner Scout to bow. *28 Ja/16*

KENTILE FLOORS, INC.
Kentile Floors introduces Kensquint flooring. Adbeat. *4 N/85*

KENTUCKY FRIED CHICKEN CORP.
Kentucky Fried Chicken breaks 2 new tv spots. Adbeat. *26 Ag/206*
Kentucky Fried Chicken introduces boxed chicken dinner & tests new restaurant. LMN. *28 O/71*
Kentucky Fried Chicken rolls out Little Buckets dessert. LMN. *25 N/53*
Kentucky Fried Chicken moves new meat dishes into markets. Adbeat. *30 D/32*

KENTON CORP.
Kenton files under Chapter XI, two units may follow. *14 Ja/40*

KENYON & ECKHARDT INC.
Nadeen Peterson will move to K&E. *4 Mr/6*
Spilo heads new acquisition effort. LMN. *22 Ap/81*
Armour-Dial assigns Burley and Man-Power products to K&E. LMN. *10 Je/63*
DJ&B to open in Chicago with K&E backing, support. M. Maples. *22 Jl/80*
K&E exec Tannenbaum predicts no change in agency business, but change in staff necessary. Adbeat. *23 S/107*
Interpublic buys Troost; K&E gets London shop. *30 S/92*
K&E handles Stubbies, Australian sports shorts account. LMN. *11 N/73*
K&E London releases 25. *18 N/217*
C-P rewards K&E via more product lines. *18 N/8*
K&E names personnel on Colgate account. *25 N/56*
K&E's French unit merging with Synergie. R. Bechtos. *9 D/2*

KEOUGH, DONALD R.
Keough of Coca-Cola named Adman of the Year. N. Giges. *16 D/cover*

KERR GLASS MFG. CORP.
Jar marketers scrable to meet rising demands. *18 N/24*

KERSHAW, ANDREW
Kershaw sees 10-second spot ruling airwaves in ten years. J. O'Gara. *4 N/1*
Canadian or U.S.-owned — which agency will you have? (author) *11 N/37*

KERT, NORMAN
Kert agency sets franchise network for retail accounts. *25 Mr/118*

KETCHUM MacLEOD & GROVE INC.
International Harvester assigns account to Ketchum, MacLeod & Grove. FTR. *28 Ja/8*
Texasweet moves account to KM&G. *29 Ap/75*
Ketchum acquires Clark pr firm; taps Stansfield. *14 O/23*
Ketchum acquires O'Neill agency in Houston. LMN. *16 D/1*

KICKBACKS
American Airlines' ex-exec sentenced. *11 Mr/4*
Suit charges Myles Corp. in agency kickback scheme. *29 Ap/8*
Pan Am files cross-claim suit with international air group, travel shop. *13 My/40*

KIDNAPPING
Argentinians shut daily for Exxon ad on ransom fund. *18 Mr/1*
Ransom insurance for kidnap cases tested. FTR. *18 Mr/8*
N. R. Imperiale Inc. runs insurance ads for kidnapping coverage. Adbeat. *24 Je/72*
Advertising can't stop terrorism. S. Bernstein. (SRB disagrees with Ernest Dichter's theory that advertising can help stop terrorism.) *8 Ap/14*

KIEBER, CHARLES F.
Kieber leaves Grey post. LMN. *1 Jl/55*

KIMBERLY-CLARK CORP.
Kimberly-Clark sees ample tissue supplies in 1974. *18 F/28*
Kimberly keeps up drive to increase Teri market share. *18 F/69*
Competitors react as P&G breaks Rely ads. L. Edwards. *25 F/1*
Kimberly-Clark looking at several agencies. LMN. *10 Je/1*
How Lasker maneuvered for Kotex ad acceptance in 'Ladies' Home Journal.' T. Adams. *17 Je/107*
K-C adds Burnett, Kelly; Burnett resigns ADA. *24 Je/2*
Rely wins No. 2 test market spot; Kimberly-Clark may be big loser. L. Edwards. *1 Jl/3*
Top 100 national advertisers 1973 marketing report. *26 Ag/142*
Kimberly Clark testing Kotex Light Days. LMN. *16 S/89*

KING AUDIO TAPE REPAIR CLINIC
King Tape Clinic touts its mail-in service via tv spot. *5 Ag/36*

KING, BILLIE JEAN
Ms. King's tennis winnings help finance 'WomenSports'. *21 Ja/30*. See also *7 Ja/53*, LMN.

'Womensport' breaks on newsstands. FTR. *20 My/8*
ABC wins out in net battle to sign Ms. King. *23 D/25*
KING, LEE, & PARTNERS
Milwaukee Valve names Lee King. LMN. *4 Mr/53*
King denies 'clout' secured Illinois lottery ad account. N. Green. *26 Ag/216*
KING OSCAR FINE FOODS
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*
KING-SEELEY THERMOS CO.
King-Seeley unit shifts to Ross Roy. *21 Jl/77*
King-Seeley sets lunch box sampling plan for next fall. *30 S/18*
KISLIK, LOU
Direct marketing scene is viewed by DMMA chairman Lou Kislik. B. Stone. *5 Ag/25*
KITCHENS OF SARA LEE
Sara Lee introduces frozen baked goods thru national campaign. LMN. *29 Ap/75*
Sara Lee shifts spot tv buying to S. Jay Reiner. LMN. *22 Jl/75*
Sara Lee readies tv, print efforts for two new lines. *19 Ag/49*
Kitchens of Sara Lee going national with ice cream. LMN. *9 S/85*
New radio spots for Sara Lee break. Adbeat. *2 D/64*
KLAU-VAN PIETERSOM-DUNLAP INC.
KVPD merger with Hoffman is now official. *7 Ja/3*
KLEMTNER ADVERTISING INC.
Klemtner aids Mt. Carmel Guild social center in drug abuse program. Adbeat. *25 F/154*
Pfizer picks Klemtner. *4 Mr/16*
KLUGER, ARTHUR
Arthur Kluger leaves Hill, Holliday, Connors, Cosmopulos. LMN. *29 Ap/75*
KNAUER, VIRGINIA
Publishers face stronger reaction for failure to call fraudulent ads. S. Cohen. *1 Jl/4*
Virginia Knauer releases directory of consumer offices. LMN. *8 Jl/61*
Word from White House: Slow down on spending. *9 S/1*
Consumer unit vote set; Ford to see leaders. *16 S/89*
KNIEVEL, EVEL
Woolworth promotes Evel Knievel's canyon jump. Adbeat. *22 Jl/71*
Chuckles candy (Nabisco) & Mack Trucks buy emblem space on Evel Knievel's Sky-Cycle. FTR. *2 S/8*
An Ideal booster. (Evel Knievel doll.) *2 S/42*
No nosedive for Knievel licensees. J. Forkan. *16 S/1*
Evel Knievel's jump & related tv shows drew large audience. FTR. *23 S/8*
KNIGHT NEWSPAPERS INC.
Knight-Ridder may be new sales leader. *15 Jl/1*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. *22 Jl/3*
Knight revenues up. *4 N/89*
Shareholders approve Knight-Ridder merger. *2 D/30*
Knight-Ridder sees gains in ad revenues, not linage. *16 D/78*
KNOMARK INC.
Ty-D-Bol business moves to Harvey shop. LMN. *1 Ap/55*
KNOWLTON, A. O.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Knowlton.) *18 N/186*
KNUDSON, SEMON
Battle certain as foreign cars open in U.S.: Knudson. *3 Je/64*
KONHEIM, GOULD & ACKERMAN
Stein adds Konheim. *15 Ap/29*
KONIKOW, ROBERT B. (author)
The computer comes to your aid in film editing for tv or promotion movies. *22 Jl/52*
KOSS CORP.
Doc Severinsen advertising for Koss Corp. Adbeat. *26 Ag/206*
KOSTUCH, MITCH J.
Restaurant group sells foodservice monthly. *17 Je/84*
KRAFTCO CORP.
Kraftco, Quaker, Milton Bradley urge NARB role. LMN. *4 F/49*
Kraftco sales climb 12.7%; company cites rising prices. *18 F/60*
Top 100 national advertisers 1973 marketing report. *26 Ag/142*
Positioning puts Sealtest on top of ice cream market. *16 S/3*
Kraftco's Sealtest division expands Breyer's natural yogurt. LMN. *11 N/73*
Pillsbury & Kraftco supply data to FTC on supermarket dairy case space competition. FTR. *18 N/8*
KRAFT FOODS
Kraft Foods Ltd. extends frozen food line in Britain. LMN. *11 F/65*
Kraft Foods readying Koogle, flavored peanut spread. FTR. *11 Mr/8*
Kraft is top spender in Canadian magazines. *11 Mr/10*
Kraft, Borden join peanut butter brands battle. (Roundup of the peanut butter market.) *20 My/2*
Which ad attracted more readers? J. Rock. (Readership scores of 2 Kraft salad dressing ads.) *20 My/94*
Kraft Foods breaks Salad Days campaign. *20 My/100*
Kraft & Washington State Apple Commission team up in ad effort. Adbeat. *19 Ag/47*
Kraft rolling out Koogle & Wrapples. LMN. *16 S/89*
Kraft Foods going national with Casino natural cheese. LMN. *21 O/99*
Kraft's Clark urges testing to avoid mistakes. 'bombs.' *18 N/22*
Hellmann's ad counters high price; low-cost Kraft entry set. *16 D/1*
KRESS, RICHARD O.
Competitors hail NARB for Schick shaver ruling. *7 Ja/1*
KROLL, ALEX S. (author)
Creative talent: Don't buy it, grow your own. *24 Je/43*
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Kroll.) *18 N/198*
KRYSTAL CO.
Krystal takes top award. *17 Je/84*
KUPPER/GRANT
Sears assigns advertising for Conneticut Valley Group to Kupper/Grant. LMN. *14 Ja/61*
KURTZ & SYMON, INC.
Kurtz & Symon lands Fanny Farmer account. LMN. *21 Ja/73*

LCS CORP.
LCS taps Creamer. *23 S/80*
LA TERRE, MIKE (author)
Here are six things wrong with national spot radio. *9 D/49*
LABATT IMPORTERS, INC.
Labatt's Breweries introduces beer in American Can's press button can. Adbeat. *28 Ja/57*
LABELING
Canada packagers face changeovers under label law. *25 F/149*
GMA fights new food bill consumerist amendments. *25 F/150*
LABELING, ENERGY-USE
Nixon gives impetus to ad disclosure. *28 Ja/1*
Much energy-based ad. media pressure appears on the ebb. J. Revett. *4 F/1*
LABELING, INGREDIENT
Hearings coming soon on liquor labeling. *4 F/53*
FTC wants disclosure of detergent ingredients. *18 F/8*
Lambert-Kay drops claims for flea collar in settlement. N. Giges. *13 My/98*
Lambert-Kay says settlement was on ads, not labeling. *3 Je/37*
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
EPA urged to standardize pesticide labeling cautions. *10 Je/60*
FDA antiperspirant unit report clouds future of Sure, others. J. O'Connor. *25 N/1*
LABELING, NUTRITIONAL
FDA uses nutritional labeling as first public service campaign. FTR. *10 Je/8*
FDA mulling label for over-nutrition. *17 Je/123*
Industry group readies nutrition guides for FTC. S. Cohen. *15 Jl/1*
Rosch urges admen to follow proposed nutrition rules now. *11 N/1*
LABELING, PRIVATE
A&P sets big private label ad push; WEO will continue. N. Giges. *8 Ap/2*
New key to copy: Price and value. Editorial. (National marketers should develop ad programs that inform the consumer of values and prices-brand name vs. private label products.) *30 S/16*

Private label? No, it's now 'presold' — wave of future. E. B. Weiss. *30 S/27*
Private label buys hold at about 60%, 'WD' survey shows. *7 O/100*
LABOR UNIONS
UMW ads urge boycott of power company stocks. FTR. *22 Ap/8*
LA CHOY FOOD PRODUCTS
La Choy is launching a national ad campaign for Chinese food line. Adbeat. *17 Je/108*
RJR revamps Chun King to fight La Choy. *8 Jl/61*
'LADIES HOME JOURNAL'
LHJ raising ad rates. LMN. *3 Je/61*
How Lasker maneuvered for Kotex as acceptance in 'Ladies' Home Journal.' T. Adams. *17 Je/107*
'Redbook,' 'LHJ' trim regional editions. LMN. *16 S/1*
Ladies Home Journal raises ad rates. FTR. *23 D/8*
'LHJ' set to hike cpm, add to discount setup. *30 D/12*. See also *30 D/34*.
LAITIN, BEN S. (author)
Clients & s.o.b.'s. B. Laitin. *14 Ja/38*
LALONDE, MARC
Canada's Lalonde sees possible tv beer ad ban. N. Cotter. *7 O/28*
LAMBERT KAY DIVISION
See CARTER-WALLACE INC.
LAMPERT AGENCY
Hunter Wilson's Paul Jones to Lampert Agency. LMN. *4 Mr/53*
LAND SALES
Land sale ads face stricture of GAC case. *8 Ap/53*. See also *1 Ap/8*, FTR.
LAND O'LAKES, INC.
Land O'Lakes butter promoted by sweepstakes. Adbeat. *18 Mr/73*
Land O'Lakes tests five frozen turkey products. *25 N/43*
LANDEY, MARTIN, ARLOW ADVERTISING INC.
Landey adds Beech-Nut line. LMN. *1 Ap/55*
LANDO/BISHOPRIC INC.
Lando/Bishopric reorganized; drops three divisions. *11 Mr/53*
LANDOR, WALTER, (author)
How to get corporate identity behind the Iron Curtain. *8 Ap/43*
What's wrong (and right) with today's packages. *29 Ap/29*
LANE, LAURENCE W. JR.
Lane gets MPA publisher award. *23 S/54*
LANE PUBLISHING CO.
MPA selects Lane family as 'publisher' of the year. *5 Ag/48*
Specialized magazines best serve public, Johnson says. *4 N/24*
LANG, DALE W. (author)
How retailers use today's magazines. *30 S/29*
LANG FISHER & STASHOWER
Lang uses computers. *29 Ap/59*
LANGUAGE
A word that's bifurcated. S. Bernstein. (SRB defines 'bi-monthly'.) *7 Ja/12*. See also *18 F/14;* Considerations.
Little words have big drawing power in direct mail and print advertising. M. Ross. *8 Jl/40*
Are admen destroying the language? T. Rowan. *22 Ap/62*
Formula for easy reading: Use five-letter words. M. Ross. *11 N/50*
LANGUAGE IN THE MARKETPLACE
See AMERICAN SWISS ASSN.
LANIGAN, DENIS
JWT divides int'l; Lanigan, Sharman get new positions. R. Bechtos. *9 S/3*
LASKER, ALBERT
How Lasker maneuvered for Kotex as acceptance in 'Ladies' Home Journal.' T. Adams. *17 Je/107*
Fussing and fuming with Albert Lasker in the '30s Depression. T. Adams. *9 S/54*
LATIN AMERICA
Progreso' study ranks top companies by sales. *25 F/148*
JWT's Dialog drops Chile, citing ideology conflict. LMN. *18 N/1*
LAUNDRY PRODUCTS
Sta-Puf concentrate breaks new tv commercial. Adbeat. *14 Ja/57*
Colgate tests Axion aerosol stain remover. LMN. *21 Ja/73*
Miracle White moves Laundry Soil & Stain remover aerosol into markets. LMN. *28 Ja/61*
Texize takes Grease relief on nat'l stage. *25 F/2*
Sta-Puf Blue moves into Midwest. LMN. *15 Ap/59*
S. C. Johnson testing Shout laundry pre-soak. LMN. *13 My/93*
P&G moves Era into Chicago. LMN. *10 Je/63*
Blue Magic Co. testing Soft-In-Static-Out fabric softener. LMN. *1 Jl/55*
S. C. Johnson tests rinse cycle Rail Barrel. LMN. *8 Jl/61*
Colgate-Palmolive tests new Burst line. LMN. *8 Jl/61*
Purex tests laundry pre-wash spot remover. LMN. *22 Jl/75*
Miracle White hikes budget, adds Kissel in marketing slot. *29 Jl/55*
Texize moves Spray 'n Wash to Henderson. LMN. *16 S/1*
Boyle-Midway introduces Woolite fabric softener. LMN. *16 S/89*
Purex begins major ad push for PolyStik. (Rosie Grier as spokesman.) *7 O/12*
Third of Purex 'poly' products ready for test. *28 O/72*
Miracle White adds sweeps to year-end effort. *28 O/76*
P&G expands markets for Bounce fabric softener. LMN. *30 D/25*
See also DETERGENTS
LAVEY/WOLFF/SWIFT INC.
Lavey/Wolff billings rise to $7,000,000. *4 Mr/16*
LAWLESS, PAUL
Lawless joins Lorillard. LMN. *6 My/81*
LAWN CARE PRODUCTS
See GARDEN & LAWN PRODUCTS
LAWRENCE, MARY WELLS
Mary Wells sole adperson asked to inflation talks. LMN. *2 S/1*
Lament of WRG's boss Mary: Higher prices mean dull ads. *7 O/56*
Private bid: 'Can Mary pull it off?'. *14 O/1*
Too much regulation? Mary socks it to 'em at economic summit. (author) *11 N/44*
Ten who made advertising news in 1974. *16 D/cover*
LAWRY'S THE PRIME RIB OF CHICAGO
Lawry's Prime Rib sets Chicago ad push. *22 Jl/68*
LAWRY'S FOOD INC.
Lawry's moves account to Daily & Associates. LMN. *28 O/71*
LAXATIVES
Morton-Norwich testing freeze-dried milk of magnesia. LMN. *30 S/91*
LAZER, WILLIAM
Marketing still relevant despite scarcity: Lazer. *29 Ap/2*
LEA & PERRINS INC.
Lea & Perrins completing test of sauces. LMN. *16 S/89*
LEADING NATIONAL ADVERTISERS INC.
LNA leaders hike spending 6% for 1973; fuel in big dip. (Includes chart of the leading national advertisers of 1973.) *29 Ap/2*
LEAGUE OF ADVERTISING AGENCIES
Shortage calls for ad shifts, AA's Danzig tells agencies. *4 F/46*
LEBER, ANTHONY A. (author)
Ways to buck a trend — with sales incentives. *28 O/47*
LEBER KATZ PARTNERS
Seagram unit moves Ronrico to Leber, DDB gets General Wine's Lochan Ora Scotch. LMN. *22 Ap/1*
LEDES, JOHN
Demise of Morgan's 'M&E' prompts attack by old owner. *7 O/100*
LEE, H. D., CO.
Despite price rise, denim still in demand. L. Baltera. *4 N/40*
LEES CARPETS
Lees Carpets withdraws account from N. W. Ayer. FTR. *29 Ap/8*
New house agency set. *13 My/77*
E. Allen sets tv effort; Lees sticking with print. C. Geraghty. *12 Ag/46*. Correction: *26 Ag/210*.
LEGAL ACTIONS
Sanders sues Heublein. *28 Ja/30*
Skil Corp. files suit over Rockwell Int'l tool ads. *11 F/66*
Playgirl sues Playboy. *25 F/147*
Salada settles ad suit with Colombian growers. *4 Mr/1*. See also *11 Mr/50*.
Steak sauce market battle now in court. *25 Mr/8*
Kane sues Queen Casuals for ad idea. LMN. *25 Mr/115*
Car/Puter charges 'RD' conspiracy for refusal of ad. *1 Ap/60*
Bennett charges VW with trademark infringement. FTR. *15 Ap/8*
Suit charges Myles Corp. in agency kickback scheme. *29 Ap/8*
Must accept impeach ads, court rules. *29 Ap/80*
Pan Am files cross-claim suit with international air group, travel shop. *13 My/40*

Body Shaper company sued for 'misleading' weight ad. *20 My/82* See also 19 Ag/51; 26 Ag/215.
James & Thomas ordered to reveal records indicating reception of horse racing payments. FTR. *27 My/8*
Consumerists seek Milk Board counter ads. LMN. *17 Je/1*
'Penthouse' to seek 'Playboy' injunction. *17 Je/52.* See also *27 My/1,* LMN.
Magnavox gets reply extension in suit on firing. *17 Je/94*
Appeals court action on prime time access rule reopens fall tv buying. M. Christopher. *24 Je/1*
N.Y. bank group moving to block check account bid. *24 Je/62*
High Court rulings weaken advertisers' access demands. *1 Jl/3*
Consumer advocates file suit against California state board of pharmacy to legalize prescription drug advertising. FTR. *1 Jl/8*
Alaska Airlines 'invitation' turns into an enemies list. *1 Jl/20*
Block sues W-L for 'disparaging' denture cleaner ad. *1 Jl/59.* See also LMN p. 55.
Court holds magazine is blameless for fireworks ads. *8 Jl/4*
FTC files suit against Borden's promotional practices for ReaLemon. FTR. *8 Jl/8*
Media victories and media responsibilities. Editorial. (Media owners must recognize a responsibility to provide fairness and openness to those with differing views.) *8 Jl/14*
Media join suit asking end to Cal. drug price ad ban. *8 Jl/58.* See also *1 Jl/8,* FTR.
Lee Myles Corp. files suit against Forbes Adv. for non-use of paid tv time. LMN. *15 Jl/85*
Court halts KUPD use of ARB data. *15 Jl/89*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
Public better served by FTC anti-trust pursuit, not ad suits: Thompson. *22 Jl/6*
Alberto-Culver files suit over Gillette's Tame ad. *22 Jl/8*
Hearing drops sex bias claim against JWT. *22 Jl/8*
Crush International files suit against Ocean Spray Cranberry over trademarks. FTR. *29 Jl/8*
FTC's ReaLemon Case — are leaders anti-competition? Editorial. (FTC's regulatory concept of excessive advertising could easily be adapted for others in dominant marketing positions.) *29 Jl/14*
Court-ordered warning ads will be sought by safety unit. J. Revett. *5 Ag/2*
Pr vs. ad tacks is question in CPSC recall of 'trouble' light. S. Cohen. *12 Ag/2.* See also LMN p.1.
Suit perils all local ad boards, says Denver group. N. Howard. *12 Ag/4*
CPSC open-door policy sharp contrast to FTC. S. Cohen. *12 Ag/12*
Crush marketer sues Ocean Spray over trademarks. *12 Ag/54*
CPSC gives extension to 'trouble' light pr try. *19 Ag/8*
Johnson sues Avon over use of Ultra Sheer. *19 Ag/8*
Senate passes FTC legislation against illegal marketing schemes, and outlaws "pyramid" selling. FTR. *26 Ag/8*
Court asks nets cover 'trouble' light warning. *2 S/8*
Court rules Timme, tv spots for fake fur not misleading. *2 S/26*
FTC case vs. cereal makers stalled by legal maneuvering. J. Revett. *9 S/3*
Judge rules pr enough for 'trouble' light recall. *9 S/6*
Alberto-Culver filing injunction to stop Gillette from running Tame cream rinse spots. FTR. *9 S/8*
What's happened since 'Uncola,' fake fur cases were appealed. S. Diamond. *16 S/64*
Zenith files suit against Japanese marketers. *30 S/80*
The 3 major networks asking Justice Dept's antitrust suit be dropped. LMN. *30 S/91*
JWT media payment plan based on Stokely case. *7 O/6*
Clorox/Heublein steak sauce court fight delayed. *7 O/26*
Court bars FTC in Cal. milk ad dispute. *7 O/49*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*
Suit filed against NBC-TV over incident patterned after movie "Born Innocent." FTR. *14 O/8*
Suit filed against Maryland governor for mis-use of accident victim in highway safety campaign film. FTR. *28 O/8*
Hanes & L'Eggs Products files suit against Kayser-Roth for deceptive No Nonsense advertising. FTR. *28 O/8*
Activ bows out of pantyhose market; Hanes, K-R ad suit battle continues. *4 N/2*
CPSC plans meeting on hazard alerts. *11 N/69*
Suit against Denver review board called threat to all self regulation. *18 N/2*
Purex suit date reset. *18 N/6*
Supreme Court reviews Bethlehem Steel suit on illegal corporate funding of political candidate. FTR. *18 N/8*
Wells, Rich stockholder files suit to halt agency's 'going private' bid. *25 N/2*
Mallory sues Universal for 'contact' ads. *25 N/44*
John Shaheen files suit against three companies for defamation of credit information against 'New York Press.' FTR. *25 N/53.* See also *16 D/77,* LMN.
McDonald's suing Elias. *16 D/77*
Chevron ads misled, played on 'anxieties': FTC. *23 D/1*
Appeals likely after FTC's Chevron rule. *23 D/31*
U.S. actions on 2 products cripple C.E.B. *30 D/12*

LEGAL SERVICES ADVERTISING
JWT offering booklet on advertising law. Adbeat. *17 Je/108*
Officials speak out against ad restrictions on lawyers. *2 S/37*

L'EGGS PRODUCTS INC.
L'Eggs files complaint with NAD charging StarCrest with misleading advertising. FTR. *25 Mr/8*
L'Eggs to test panties line. LMN. *6 My/81*
L'Eggs Products & Dana Perfumes join in hosiery promotional effort. Adbeat. *15 Jl/87*
L'Eggs steps into test with knee-high line. *15 Ap/1*
No Nonsense hosiery moves in on L'Eggs line. L. Baltera. *9 S/41*
L'Eggs Products looks for tennis pro to join in World Series of Tennis. Adbeat. *21 O/95*
Activ bows out of pantyhose market; Hanes, K-R ad suit battle continues. *4 N/2.* See *28 O/8,* FTR.

LEGISLATION
Bill introduced to ban misleading brand names. *11 F/8*
House bill introduced to restrict oil ads. *11 F/10*
GMA fights new food bill consumerist amendements. *25 F/150*
New energy legislation sent to Congress. LMN. *11 Mr/57*
Bill introduced to standardize p-o-p info. FTR. *15 Ap/8*
New consumer agency bill nears passage; main role will be as advocate. *22 Ap/3*
Rate compromise near on second class mail. *22 Ap/12*
Bill prohibiting 'gifts' to physicians overshadows larger health issues. S. Cohen. *13 My/4*
Congress okays bill phasing second class postal hikes. *24 Je/6*
Future of consumer agency darkens as filibuster looms. *8 Jl/3*
New U.S. unit would study ad policies. *8 Jl/62*
CPA debater adds radio-tv to Senate bill. *29 Jl/1*
Bill to widen fm ratio use gets support. *29 Jl/16*
Ford facing first test on consumer agency bill. S. Cohen. *19 Ag/1*
FCC mulling action on cross-ownership issue. *9 S/2*
Consumerist bills lose in both Senate, House votes. *23 S/2*
Controversy over paid tv advertising by Army being dropped in House. FTR. *23 S/8*
Broadcasters still hopeful of longer license renewals. *23 S/108*
Oil companies in controversy over gasoline advertising claims & dealer leases. LMN. *23 S/111*
House unit plans hearing to study FTC effectiveness. *4 N/1*
New Congress to be reform-minded; inflation, energy, social issues on tap. S. Cohen. *11 N/2*
Senate sets higher mpg bill. *18 N/219*
Mailers ask clarification on IBM 'privacy' ad. *2 D/3*
House may OK lottery ads. *2 D/70*
Public should know use of mailing list info: IBM. *9 D/8*
House-Senate unit to wind up FTC bill debate. LMN. *9 D/73*
New FTC powers will include fines, tough policing tools. S. Cohen. *16 D/1*
Congress passes bills on FTC, mail, outdoor. *23 D/2*
Lottery execs eye radio, tv as bill passes. *30 D/1*
Supreme Court passes judgement on Texas campaign disclosure law. FTR. *30 D/12*

LEHMAN BROTHERS
Lehman Brothers charts earnings of food marketers. Adbeat. *22 Jl/71*

LEHN & FINK PRODUCTS CO.
New Body All sans talc out; trade muses ad postioning. *6 My/1*
Listerol makes inroads, buy Lysol still big gun. N. Giges. *17 Je/3*
Lehn & Fink division tests Beacon Blue acrylic floor finish. LMN. *30 S/91*
Whitehall Labs and Lehn & Fink modify ads challenged by NAD. FTR. *14 O/8*
Lehn & Fink tests Better-Off lotion-treated makeup removal towelettes. LMN. *21 O/99*
LEISURE TIME RESEARCH INC.
Tv is not best medium for home style info. *21 Ja/28*
LEMONT, FRED
Lemont rejoins Carter as president. *28 O/2*
LENNEN & NEWELL
L&N named in probe of political funds. *1 Ap/56*
JWT media payment plan based on Stokely case. (The CBS-L&N case cited.) *7 O/6*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*
LEON, S. R., CO.
Apothecus formed. *13 My/55*
LEVENSON, BOB
Western group told: Restore creative steam. *27 My/64*
LEVER BROS.
P&G's Era liquid expands, sets off promotion battles. L. Edwards. *14 Ja/1*
Activity in liquid detergents seen as image-recouping route. N. Giges. *28 Ja/3*
Lever offers buyers of Close-up free hosiery. Adbeat. *11 F/70*
Lever prepares new theme for Diet Imperial. Adbeat. *11 Mr/53*
Lever drops crown; new Imperial ads pitch taste. *18 Mr/6*
Lever moving out Aim at risk of Close-up loss as share fight heightens. N. Giges. *25 Mr/1*
Caress soap bar may be just what Lever needed. N. Giges. *8 Ap/50*
Tone rolls out to challenge Caress. L. Edwards. *6 My/2*
Lever moving into major markets with Aim gel dentifrice. Adbeat. *20 My/103*
Top 100 national advertisers 1973 marketing report. *26 Ag/144*
Drain Power will open up market: Glamorene. N. Giges. *11 N/2*
LEVINE, HUNTLEY, SCHMIDT, INC.
Club Mediterranee Int'l unit of AE assigns account to Levine, Huntley, Schmidt. FTR. *5 Ag/8*
LEVINE, JOAN
Men portrayed badly in ads, woman ad exec tells adclub. *17 Je/88*
LEVITZ FURNITURE CORP.
Allen Carpets & Levitz Furniture join in retail sales operation. Adbeat. *28 Ja/57*
LEVYNE, S. A. CO.
Renamed Eisner & Associates, Baltimore. *4 N/24*
LEWIS & GILMAN INC.
Lewis billings up. *11 F/61*
Bell Telephone Co. of PA. moving account to Lewis & Gilman. FTR. *2 S/8*
LEWIS, JERRY
Jerry Lewis produces, stars in Hasbro spots. J. Forkan. *25 Mr/118*
LEXINGTON HOUSE INC.
'Madison Ave' will be revived by Lexington House. *1 Jl/8*
LIABILITY
IAAA urges liability change to prevent 'financial havoc'. *28 Ja/8*
CBS to make agencies solely liable for bills. LMN. *13 My/93*
Sole liability battle flares up again via CBS, Metromedia. M. Christopher. *20 My/1*
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
Production shops knock DDB's slow payment plan. *29 Jl/2*
DDB denies plan delays pay 'til airing. *5 Ag/8*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*
See also ADVERTISING AGENCIES — COMPENSATION
LIBBY, McNEILL & LIBBY
Libby adds new flavors to Fruit Float dessert. *25 F/146*
Libby considering selling off its frozen foods business. FTR. *25 Mr/8*
Libby reaches agreement on sale of frozen units. *8 Ap/53*
Libby Libby Libby's new look look look. J. Gould. *29 Ap/32*
Libby agrees to sell Libbyland dinner line. *13 My/55*
Winter Garden expands via Libby agreement. *27 My/6*
Libby taking on o.j. in new tomato juice spots. LMN. *9 S/1*
Sweepstakes stirs Libby sales and broker force. P. Peters. *14 O/43*
LICENSE RENEWAL
Justice Dept. seeks breakup of newspaper-owned stations. S. Cohen. *7 Ja/1*
FCC warns stations of license renewal hearings to be held if promotion contests conducted unfairly. LMN. *18 Mr/77*
House bill requires FCC to decide on the cross-ownership issue. FTR. *6 My/8*
Higher ad costs cited by U.S. in media cross-ownership case. J. Revett. *20 My/3*
Church asks FCC to hold radio renewals. *3 Je/22*
Justice Dept. presses lonely fight against cross-ownership by-media. *24 Je/10*
KORK may lose license; WNAC set for renewal. J. Revett. *1 Jl/2*
CPA debater adds radio-tv to Senate bill. *29 Jl/1*
FCC mulling action on cross-ownership issue. *9 S/2*
Senate leaves cross-ownership issue to FCC. *16 S/89*
Broadcasters still hopeful of longer license renewals. *23 S/108*
LICENSED PRODUCT MERCHANDISING
Warner-Lambert licenses Scooby Doo cartoon character to promote Listerine. Adbeat. *7 Ja/51*
Hallmark Cards licenses Little Lulu & Tubby characters from Western Publishing. Adbeat. *4 F/53*
Private U.S. Bicentennial Society licensing historical reproductions. J. O'Connor. *25 F/2*
AMF Wheel Goods Division introduces 'Flin-stone' kiddie vehicle. Adbeat. *11 Mr/53*
New 'Sesame Street' items in works. *25 Mr/108*
Bicentennial board studies logo licensing. *29 Ap/10*
Gum cards' brand spoofs shift to cloth. *6 My/35*
ABC Merchandising signed by Mulberry. *27 My/24*
Despite critics, 'Gatsby' is a profitable enterprise. J. Forkan. *17 Je/78*
Comics give quality image: Flavor Valley. *1 Jl/30*
Battle for the 'Apes' set as marketers plan tie-ins. J. Forkan. *1 Jl/60*
Licensers still hopeful as nets cut their heroes. J. Forkan. *15 Jl/89*
Theme parks mix licensing tie-ins amid the attractions. *5 Ag/38*
No nosedive for Knievel licensees. J. Forkan. *16 S/1*
'Apes' toys fare better than tv shows that spawned them. *4 N/57*
LICENSING CORP. OF AMERICA
Licensers still hopeful as nets cut their heroes. J. Forkan. *15 Jl/89*
Theme parks mix licensing tie-ins amid the attractions. *5 Ag/38*
Licensing Corp. breaks ads for '75 in business publications. Adbeat. *28 O/67*
LIEBERMAN-HARRISON INC.
Lieberman billings rise. *18 Mr/68*
LIEBERMAN-HARRISON ADVERTISING
Lieberman to add Earth Services Advertising, Atlanta. *24 Je/66*
'LIFE'
'Life' plans monthly run for next year. *7 Ja/8*
'Life' revival is uncertain, Time Inc. execs now say. *14 Ja/26*
Time announces discount for next two 'Life' special issues. FTR. *27 My/8*
Third 'Life' special hits newsstands. FTR. *21 O/8*
LIFE INSURANCE
See INSURANCE
LIFE INSURANCE ADVERTISERS ASSN.
New theme backs drive for life insurance group. *14 O/2*
LIFE SAVERS INC.
USSR okays test of Life Saver gum. *15 Jl/6*
Life Savers Inc. going national with Life Savers Lollipops. Adbeat. *2 S/44*
LIFE STYLES
Researchers find crises change buying patterns. J. Forkan. *8 Ap/54*
Income of new families will outpace rest of U.S. *29 Ap/62*
LIGGETT & MYERS INC.
L&M brand being relaunched into wider, full-flavor arena. J. O'Connor. *11 F/1*
Liggett Group in new corporate trademark of L&M. FTR. *25 Mr/8*

Here's one with a lotta hair on it. (L&M cigaret promotion.) *1 Ap/6*
Winston spending big to keep No. 1 position. J. O'Connor. *27 My/3*
L&M launches test of St. Moritz; fills market slots. *10 Je/8*
Liggett & Myers offering jewelry promotion. LMN. *24 Je/69*
Top 100 national advertisers 1973 marketing report. *26 Ag/145*
Eve reposition designed to downplay packaging. J. O'Connor. *9 S/8*
Nine new brands of cigarets are battling in test market. J. O'Connor. (Also includes a chart of new cigarets in test.) *23 S/1*
Chesterfield back — with '30s touch. *28 O/1*
Robert A. Rechholtz elected vp-marketing at Liggett & Myers. LMN. *4 N/89*

LIGHT BULBS
Sylvania put Blue Dot on consumer lighting. LMN. *14 Ja/1*
New Pillsbury Wiener Wrap bows at SMI. (North American Phillips marketing Norelco light bulbs.) *13 My/8*
GE introduces new 50 watt bulb with krypton. LMN. *13 My/93*

LILLY, ELI, & CO.
Lilly names Grey-North for first tv effort. LMN. *15 Ap/59*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*

LINAGE — CONSUMER PUBLICATIONS
January-*21 Ja/65*
February-*18 F/59*
March-*18 Mr/67*. Correction to 'Ladies Home Journal' *25 Mr/117*
April-*22 Ap/71*. Correction to 'Reader's Digest' *29 Ap/73*
May-*20 My/99*
June-*17 Je/113*. Correction to 'Newsweek International' *24 Je/71*
July-*22 Jl/67*. Correction to 'Time' *29 Jl/55*
August-*19 Ag/41*
September-*23 S/103*
October *21 O/91* Correction to 'Mademoiselle' *28 O/58;* 'Family Weekly' *4 N/93*
November-*18 N/209*. Correction to 'Popular Photography' *2 D/30*
December-*23 D/27*. Correction to 'Vision/Europe' *3 Mr '75/49*

LINAGE, FARM
See FARM PUBLICATIONS

LINCOLN, GREGORY (author)
What tv can do (and at what cost) for retailers. *30 S/54*

LINCOLN-MERCURY DIVISION
Granada, Monarch to star in '75 Ford, Mercury advertising efforts. R. Gray. *29 Jl/2*
Lincoln-Mercury touts value for compact line, luxury for other models. R. Gray. *30 S/2*
Lincoln-Mercury uses spot tv for Capri "special value package." LMN. *16 D/77*

LINDSAY OLIVE GROWERS
Lindsay International expected to name new agency. FTR. *15 Jl/8*
New Lindsay ads to include tie-ins. *12 Ag/24*

LINIMENTS
Ben Gay gel gets nat'l launch. LMN. *25 Mr/115*

LINSKY, BARRY R. (author)
Which way to move with new products. *22 Jl/45*

LINTAS
See SSC&B INC.

LIPTON, T. J. INC.
Moist Meals set to get big tv, print push. *28 Ja/12*
Knox gelatin promoted as nail hardener. Adbeat. *4 F/53*
Lipton Cup-A-Soup expands line in Canada. *1 Ap/24*
Lipton moves media functions to in-house unit. LMN. *15 Jl/1*
Lipton names RDR Associates for tv commercial monitoring. FTR. *22 Jl/8*
Lipton tests soy meat extender. LMN. *29 Jl/53*
Top 100 national advertisers 1973 marketing report. *26 Ag/146*
Lipton's Tabby Tender Bits rolls out. LMN. *16 D/77*

LIQUOR
JWT resigns $2,000,000 in Seagram billings. LMN. *21 Ja/1*
Hearings coming soon on liquor labeling. *4 F/53*
Somerset adds scotch. *11 F/61*
Black & White scotch goes to F. William Free. LMN. *18 F/1*
Seagram's picks Warwick, Welsh & Miller. LMN. *25 F/163*
Seagram stirs sex into push for 100 Pipers. *4 Mr/8*
Glenmore Distilleries promotes Kentucky Tavern bourbon with beverage glasses. Adbeat. *4 Mr/49*
Hunter Wilson's Paul Jones to Lampert Agency. LMN. *4 Mr/53*
Rums of Puerto Rico & 2 Seagram units join forces. LMN. *4 Mr/53*
Hiram Walker Inc. breaks 'My Favorite Tavern' award. Adbeat. *18 Mr/73*
Cutty Sark breaks new ad theme. Adbeat. *25 Mr/103*
Newspapers carried less liquor advertising for holiday season. Adbeat. *25 Mr/103*
Study made on drinking patterns. Adbeat. *25 Mr/103*
Barton man wants more brand selling. *8 Ap/22*
'Business Week' study tells of wine growth. *8 Ap/34*
Seagram unit moves Ronrico to Leber. LMN. *22 Ap/1*
Metric proposal would put portables in uniform bottles. *22 Ap/28*
Distillers gear up ad budgets as tequila becomes hot selling item. J. O'Connor. *6 My/3*
Liquor marketing options greater overseas. Grandel. *13 My/39*
Schaefer testing Wisty, low alcohol malt beverage. FTR. *3 Je/8*
Black & White resurrects its dog in ad effort to turn brand around. J. O'Connor. *10 Je/2*
National Distillers signs Vat 69 & Vat 69 Gold Scotches to Y&R. FTR. *10 Je/8*
Walker handles Lauder. *10 Je/56*
McKesson shifts U.S. marking of Liquore Galliano. LMN. *10 Je/63*
Line of new mixed drinks joining established mixed drink line. Adbeat. *17 Je/108*
Adler leaves STP to head liquor company. *24 Je/4*. Correction: *8 Jl/52*.
Oregon Liquor Control Commission allows sale of wine in food stores, and adv. on radio & tv. Adbeat. *24 Je/72*
Barton will launch new tequila, bourbon efforts. T. Rowan. *22 Jl/2*
Rums of Puerto Rico & Cadbury Schweppes join in cocktail promotion. LMN. *22 Jl/75*
Drinking & driving combo. heads list of concerns in Canada. Adbeat. *5 Ag/39*
Quebec moving to regulate liquor ads. *12 Ag/52*
National Distillers unit adds brand duties. LMN. *26 Ag/1*
Alcoholic drinks will continue to grow, study says. *9 S/40*
Print's power lies in selectivity, cost, MPA meeting hears. (Panel sessions included comments on food, travel and liquor.) *16 S/2*
Butz hits 'flashy advertising.' (Flashy advertising is pushing Americans into poor eating and drinking habits, Butz states.) *16 S/92*
"21" Brands assigns Ballantine's scotch to Marsteller. FTR. *23 S/8*
'21' Brands, agency split raises questions. *23 S/10*
Early Times drive includes biggest insert. *23 S/100*
Publicker sets push. *23 S/109*
Jas. Barclay in no hurry to replace agency. FTR. *30 S/8*
U.S. raising retail ad limits for liquor, wine marketers. *30 S/94*
Paper reverses policy, accepts liquor ads. *7 O/12*
Hiram Walker & "21" Brands join in marketing & sales program. FTR. *21 O/8*
Dant scotch theme hits higher-priced brands. *21 O/37*
Which ad attracted more readers? J. Rock. (Review of Johnnie Walker Red ads.) *21 O/65*
National Distillers' Holland House adds two to dry cocktail line & introduces new liquid mix. Adbeat. *21 O/95*
Soviets irked at vodka ads. *28 O/10*
Renefield efforts set. *28 O/68*
National Distillers creates cartoon figure to promote slow gin. Adbeat. *4 N/85*
Seagram Distillers introduces El Charro tequila. LMN. *18 N/217*
Japanese scotch sets Ontario push. *9 D/28*
Whisky relaunch set. (Gooderham's 1932.) *9 D/64*
Asbach builds brandy strength with quality theme. R. Bechtos. *30 D/3*
U.S. News & World Report claims vodka is biggest selling liquor in U.S. Adbeat. *30 D/32*

LISTER PHARMACAL CO.
Lister picks Adelante. *8 Jl/54*

LISTFAX CORP.
Former burglar promoting Identifax computerized anti-theft system. Adbeat. *19 Ag/47*

LITERARY DEVELOPMENT INC.
Clifford Irving new editor-in-chief of Literary Development Inc. Adbeat. *27 My/60*
LITTON INDUSTRIES INC.
Litton, Amana ads tout microwaves as energy savers. *11 F/54*
Litton microwave oven gets $4 million support. *23 S/6*
Industrial Publishing buys Litton's Reinhold. LMN. *30 S/1*
LOCTITE CORP.
Loctite Corp. changes name of skin adhesive. LMN. *3 Je/61*
LOEWS CORP.
Top 100 national advertisers 1973 marketing report. *26 Ag/146.*
Philips, bids for Magnavox; Mobil, Loews make progress. *2 S/6*
LOGOTYPES
Libby Libby Libby's new look look look. J. Gould. *29 Ap/32*
Merrill Lynch adopts bull as its symbol. *26 Ag/215*
Gardner Adv. introducing new logo. Adbeat. *23 S/107*
New logo for Bell System yellow pages. Adbeat. *28 O/67*
Williams new logo aimed at reflecting larger product line. M. Maples. *4 N/89*
LOIS HOLLAND CALLAWAY
Ovaltine business at DKG; tests Hot Cocoa mix. LMN. *18 F/67*
Noxell shifts $2,000,000 Lestoil to FC&B. LMN. *18 Mr/1*
Lois Holland Callaway resigns Pontiac Dealers of NY and NJ account. FTR. *8 Jl/8*
Church & Dwight adds Lois shop for two products. (Introduces Arm & Hammer over cleaner.) *19 Ag/51*
'Seventeen' resigns Lois Holland Callaway. LMN. *19 Ag/51*
Subaru picks Lois agency; price ads stay. *23 S/115*
LONE CRAFT RESEARCH & DEVELOPMENT
Lone craft to run corrective ads for lenses. LMN. *24 Je/1*
LORD, GELLER, FEDERICO, PETERSON INC.
Lord, Geller estimates '74 billings. FTR. *7 Ja/8*
Ethiopian Airlines sets ads despite no service to U.S. *21 Ja/54*
Nadeen Peterson will move to K&E. *4 Mr/6*
L'OREAL OF PARIS
See COSMAIR INC.
LORILLARD DIVSION
Lorillard promotes Kent via travel sweepstakes. Adbeat. *4 F/53*
Philip Morris puts European smoke in U.S. test; Lorillard expands True. J. O'Connor. *8 Ap/3*
Lorillard tests Kent cash refund promotion. LMN. *20 My/1*
Winston spending big to keep No. 1 position. J. O'Connor. *27 My/3*
New Lorillard premiums in Kent gallery. (Includes mention of PM's techniques to promote Marlboro.) *24 Je/6*
Cost cut may in back of Lorillard shift. J. O'Connor. *24 Je/4*
Lorillard tests plastic tipped Erik. LMN. *29 Jl/53*
Lorillard division expands with 100mm True. LMN. *2 S/41*
Nine new brands of cigarets are battling in test market. J. O'Connor. (Also includes a chart of new cigarets in test.) *23 S/1*
Philip Morris going into Seattle market with Miyako cigaret. J. O'Connor. (Also, Lorrilard introduces Zack cigaret.) *14 O/1*
True ads tout low tar, show 19 other brands. (Also, Philip Morris moves Benson & Hedges 100s national, and American Brands' moves Super M into further test markets.) *18 N/223*
'LOS ANGELES TIMES'
Flannes boosted in 'L.A. Times' moves. *6 My/82*
LOTTERIES
NY State lottery to WRG. FTR. *18 Mr/8*
Six vie for lottery . (Illinois State.) *8 Ap/58*
Market plan puts Mass. first in per capita lottery sales. *22 Ap/10*
Congress gets lottery ad bills. *3 Je/8*
Adman confident about heading Illinois lottery. N. Green. *8 Jl/61*
King denies 'clout' secured Illinois lottery ad account. N. Green. *26 Ag/216*
House may OK lottery ads. *2 D/70*
Lottery execs eye radio, tv as bill passes. *30 D/1*
LOWENGARD & BROTHERHOOD
Lowengard, Doremus to share services. *7 O/12*
LUBALIN, HERB
Chitlings from a man roast. . . . D. Neff. *11 Mr/44*
LUBOW, OSCAR
Lubow leaves DDB; rejoining consultant firm. LMN. *7 Ja/1*
LUCKY STORES
Lucky stores names Hoefer, Dieterich Brown as 1st agency. LMN. *13 My/93*
LUDLOW PAPER CO.
New paper marketed by Calspan & Ludlow Cos. not legibly copied. Adbeat. *23 S/107*
LUFTHANSA GERMAN AIRLINES
Awareness of Lufthansa's Red Baron symbol is highest among consumers for all foreign airlines. Adbeat. *6 My/78*
New fall radio campaign for Lufthansa features Red Baron. Adbeat. *21 O/95*
LUGGAGE
Which ad attracted more readers? J. Rock. (Readership scores of 2 American Tourister ads.) *4 Mr/38*
Samsonite sets luggage promotion. Adbeat. *8 Ap/61*
Samsonite breaks new ad campaign. Adbeat. *15 Jl/87*
'LUMBERMAN'
'Lumberman' placed on probation pending audit. *8 Jl/54*

MacDONALD TOBACCO OF MONTREAL
MacDonald sells shop. *13 My/23*
MacDonald introduces Cavalier in Canada. *30 S/84*
MacDONALD, TYLER
WSAAA hails MacDonald as man of year. *28 Ja/12*
MacGREGOR DIVISION
McCann international force aids MacGregor. *21 O/42*
MacNELLY, C. L. (BUD)
Ex-adman MacNelly top portrait artist. *6 My/35*
McADAMS, WILLIAM DOUGLAS, INC.
McAdams names Irwin C. Gerson as president. FTR. *7 Ja/8*
McAN, THOM
Thom McAn names BBDO as agency. *27 My/8*
Creative services route still viable, execs say despite Simon, McAn. J. O'Connor. *3 Je/3*
McCABE, EDWARD A.
In thine own ads be true, if they let you: McCabe. *21 O/38*
The Declaration — lawyers' version. *9 D/17*
McCAFFREY & McCALL, INC.
McCaffrey 'private' bid not considered a trend. *11 F/1*
McCaffrey makes offer for publicly-held shares. LMN. *25 F/163*
McCaffrey extends its tender offer deadline. LMN. *18 Mr/1*
Renault business moves to McCaffrey. LMN. *2 S/1*
McCALL, DAVID
Agency attitude on retail hurts potential: McCAll. *29 Jl/56*
Kershaw sees 10-second spot ruling airwaves in ten years. J. O'Gara. *4 N/1*
McCALL PUBLISHING CO.
'McCalls' blossoming under new ownership; execs cite autonomy. B. Donath. *10 Je/15*
'McCall's' to trim base, raise cover, sub prices. B. Donath. *16 D/81*
McCANN-ERICKSON INC.
Italian Swiss line moves to McCann. *14 Ja/4*
Keds assigned to McCann as Uniroyal scrubs DDB. LMN. *25 Mr/1*
Nestle names McCann-Erickson in London. LMN. *15 Ap/59*
McCann releases report on cable tv. Adbeat. *15 Ap/62.* Correction: *13 My/56.*
McCann names Oleson & Davidson to Detroit office. LMN. *6 My/81*
Harold Matthei named to McCann-Erickson, Europe. LMN. *24 Je/69*
Diabetes danger alert set in McCann push. *8 Jl/65*
Interpublic had big role in Rocky's campaigns. *26 Ag/2*
McCann international force aids MacGregor. *21 O/42*
Marker quits McCann, joins Dallas daily. *28 O/8*
McCann London gains Lloyd's bank & Stork soft Margarine accounts. LMN. *9 D/73*
McCARTIN, THOMAS R.
McCartin succeeds Joseph P. Lynch at Washington Post. LMN. *3 Je/61*
McCORMICK & CO.
Skillet Burger sauces out. *20 My/104*
McCOY'S BAR AND RESTAURANT
Whopper vs. McCoy's: Midtown Manhattan as a marketing microcosm. J. O'Connor. *7 O/17*

McDONALD DAVIS & ASSOCIATES
McDonald buys Weller. *29 Ap/73*
McDONALD & LITTLE
Southern Airways moving its account to McDonald & Little. LMN. *11 Mr/57*
McDONALD'S CORP.
McDonalds offers McDividends coupons. LMN. *7 Ja/53*
McDonald's units offer light switch covers. *4 F/10*
New York McDonald's talks to 6 agencies. LMN. *15 Ap/59*
McDonald's sets ad push for Fun Flower sunflower. *13 My/90*
Menu expansion drive current fast-food tack. *27 My/8*
Ronald McDonald Muscular Dystrophy carnival promoted. Adbeat. *24 Je/72*
McDonald's readies moves on new full breakfast menu. *29 Jl/55*
McDonald's rolls breakfast into Chicago. *12 Ag/57*. See also *26 Ag/206*, Adbeat.
McDonald's pulls radio spots urging buying of a Big Mac instead of going to the movies. FTR. *19 Ag/8*
McDonald's offers Arctic Orange shake. *19 Ag/10*
Top 100 national advertisers 1973 marketing report. *26 Ag/154*
McDonalds running tv spots citing price cuts in food. LMN. *9 S/85*
New commercials for McDonald's breaking. FTR. *14 O/8*
McDonald's invades U.K. via bow of 3,000th unit. M. Maples. *14 O/41*
New McDonald's effort touts service guarantee. M. Maples. *21 O/24*
Kid-size Jerry touts offer at McDonald's. *28 O/58*
McDonalds in Cincinnati breaks sandwich offer. FTR. *11 N/8*
Win themes abound as admen heed Ford's plea. AA Roundup. *18 N/3*
McDonald's suing Elias. *16 D/77*
McFADDEN, THOMAS B.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. McFadden.) *18 N/194*
McGEE, FRANK
NBC seeking 'Today' host following death of McGee. *22 Ap/4*
McGLONE, JOSEPH C. (author)
Agency people problems: You, too, can handle them this new, easy way. *4 Mr/33*
Help stamp out people trouble at agencies. *20 My/87*
McGONAGLE, FRANK (author)
Auto revolution revamps trade outlook on premium/incentives. *12 Ag/38*
McGRAW-HILL INC.
McGraw testing money newspaper supplement. S. Feldman. *4 F/1*
Seize opportunity despite shortages, marketers urged. (Report on McG-H's conference on 'Why & How to Advertise in a Shortage Economy.') *4 F/27*
Chilton and McGraw-Hill report rise in earnings and revenues. FTR. *11 F/8*
Profits up at Chilton, McGraw-Hill. *25 F/158*
McGraw-Hill tops AIA ad winners. *11 Mr/54*
McGraw-Hill publishes 'Data Communications.' LMN. *25 Mr/115*
Sweet's Showroom Guide scheduled for May. Adbeat. *15 Ap/62*
'Engineering News-Record' marks centennial with special issue. LMN. *6 My/81*
McGraw income rises. *13 My/60*
McGraw-Hill boosts execs. *3 Je/62*
McGraw merges education books. *19 Ag/49*
Two McGraw medical books going request. *16 S/26*. See also *19 Ag/51, 26 Ag/213, 2 S/42*.
M-H Building sold. *30 S/6*
McGraw-Hill and Swiss group form Reich Verlag. *21 O/92*
McGraw-Hill is economics dep't plans to increase capital spending. FTR. *11 N/8*
McGraw-Hill raises rates in companywide move. T. Allen. *25 N/6*. Correction: *2 D/52*.
McGraw-Hill reports income rise for third quarter. *25 N/48*
McGraw-Hill plans entry into consumer magazine field. LMN. *25 N/53*
McGraw-Hill sells Technic Union, French publishing co. to Jean-Louis Servan-Schreiber. LMN. *9 D/73*
See also Individual Publications
McKESSON WINE & SPIRITS CO.
McKesson shifts U.S. marketing of Liquore Galliano. LMN. *10 Je/63*
McKIM ADVERTISING LTD.
McKim/Benton & Bowles buys Skelton Advertising, Calgary, Canada. LMN. *25 F/163*
McKim is Canadian again; sets joint venture with B&B. *1 Ap/56*
McKim & Wilton combine in ad effort for CP Air. LMN. *26 Ag/209*
McMAHAN, HARRY WAYNE (author)
McMahan picks 100 best tv commercials. *28 Ja/39*
Advertisers' name-calling could hurt, McMahan says. *18 F/72*
'Name I.D.' becomes key point in selecting '100 best.' *11 Mr/38*
Is 'Sesame Street' hurting youth study habits? H. McMahan. (McMahan raises questions about the true educational value of 'Sesame Street.') *13 My/43*
Can advertising's role in marketing success be isolated? A look at some case histories. *16 S/58*
Can 13 letters kill your campaign? Check the source — you may stand pat. *28 O/42*
Like Sinatra, old products can, too, get a new lease on life. *25 N/32*
McPHAIL, WILLIAM
McPhail retires as sports vp from CBS. LMN. *13 My/93*
McQUEEN, MARVIN D.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. McQueen.) *18 N/198*
McVITIE DIVISION
C-P hits snag with McVitie's entry into S. F. *11 N/8*
MCA INC.
Philips & MCA reach long-term agreement for sale of optical video disc player. FTR. *30 S/8*
MCA/Philips video system for in-home tv due next fall. J. Forkan. *7 O/1*
RCA hopes to beat Philips/MCA in race to market video disc system. J. Forkan. *14 O/4*
MCI COMMUNICATIONS
MCI ready to battle Bell Long Lines for share of business phone market. *2 D/6*
MFA INSURANCE COS.
MFA Insurance continues ad theme 'Shield of Shelter.' Adbeat. *7 Ja/51*
MJB CO.
Specialty Brands' Spice Island seasoning and MJB Rice join in ad effort. Adbeat. *20 My/103*
MJB offering coffee plant premium. FTR. *27 My/8*
M&M
See MARS, INC.
MTM ENTERPRISES
Tinker says MTM, other tv producer in red, even with hits. M. Christopher. *11 N/2*
MACHINERY & ALLIED PRODUCTS INSTITUTE
SIC being misused, machinery group claims. *2 S/15*
MACK TRUCKS INC.
Chuckles candy (Nabisco) & Mack Trucks buy emblem space on Evel Knievel's Sky-Cycle. FTR. *2 S/8*
MACKEY, WILLARD C. JR.
'Uncertain consumer' shifts marketing tenets: Mackey. *27 My/56*
'MADISON AVENUE'
'Madison Avenue' on block again. *1 Ap/8*
'Madison Ave' will be revived by Lexington House. *1 Jl/8*
MADISON LABORATORIES
Ciba folding Madison unit; Binaca goes to Airwick. LMN. *30 S/1*
Nupercainal goes after Prep H in new tv push. B. Donath. *15 Ap/1*. Correction: *22 Ap/12*.
Swiss order Madison Labs' demise. B. Donath. *21 O/3*
MAGAZINE AUDIENCE RESEARCH SERVICE (MARS)
Audits & Surveys plans study of 16 magazines. *10 Je/4*
Audits & Surveys should have minimum client list before July 3, also plans to name board members. LMN. *17 Je/123*
Audits & Surveys gathering clients for magazine research service. LMN. *1 Jl/55*
MAGAZINE DAY
Energy crisis seen as help to magazines. *4 Mr/8*
Print's power lies in selectivity, cost, MPA meeting hears. (Panel sessions included comments on food, travel and liquor.) *16 S/2*

Magazine users ask better merchandising. (Panel sessions at Magazine Day review and automotive, appliance, clothing, cosmetics, home furnishings, insurance industries, and corporate image.) *23 S/53*

MAGAZINE DISCOUNTS

Some publishers mull dropping 2/10 discount. *15 Ap/3*
'SEP' sets discount plan for agencies. *10 Je/63*
Fairchild drops 2% agency discount, others believed ready to follow suit. *8 Jl/2*
Magazine rate discounts in today's marketplace: are they trick or treat? W. Staab. *29 Jl/37*
Spadea quit 'Post' over ad frequency discount dispute. *19 Ag/8*
'Golf Digest' & 'Tennis' offering 10% discounts. Adbeat. *16 S/92*
'LHJ' set to hike cpm, add to discount setup. *30 D/12*

MAGAZINE PUBLISHERS ASSN.

MPA reports rise in magazine ad revenues. LMN. *21 Ja/73*
190 magazines begun last year, 19 killed: MPA. *4 F/20*
Magazines in bind till paper capacity expands. B. Donath. *18 F/16*
Energy crisis seen as help to magazines. *4 Mr/8*
MPA reports a drop in magazine ad revenues for April. Adbeat. *17 Je/108*
MPA selects Lane family as 'publisher' of the year. *5 Ag/48*
Print's power lies in selectivity, cost, MPA meeting hears. (Panel sessions included comments on food, travel and liquor.) *16 S/2*
Magazine users ask better merchandising. (Panel sessions at Magazine Day review automotive, appliance, clothing, cosmetics, home furnishing, insurance industries, and corporate image.) *23 S/53*
Lane gets MPA publisher award. *23 S/54*
MPA members voting for new chairman. LMN. *23 S/111*
Magazines best to cover major issues. Graham. B. Donath. *21 O/1*
Former MPA leader asks merged mag. associations. *21 O/4*
Miller heads MPA. *21 O/4*
MPA panel cites perils of publishing in Europe. R. Crain. *28 O/74*
MPA roll totals 131. *11 N/66*
What's new in magazine advertising. *18 N/108*
Ten magazine publishers who won top honors. G. Allen. (Review of winners of the MPA's Fisher Award.) *18 N/134*
MPA meeting to study magazine role in future. *18 N/166*
'AH's' Carter applies for MPA membership. LMN. *25 N/1*

MAGAZINE READERSHIP

See AUDIENCE RESEARCH
READERSHIP SURVEYS

MAGAZINE REVIVALS

'Venture,' two supplements to bow in fall. B. Donath. *3 Je/6*
See also MAGAZINES - NEW

MAGAZINES

Advertisers turn to magazines for long-term ad objectives. W. Tyler. (10 Best Print Campaigns of 1973.) *21 Ja/43*
MPA reports rise in magazine ad revenues. LMN. *21 Ja/73*
Magazines in bind till paper capacity expands. B. Donath. *18 F/16*
'Progreso' study ranks top companies by sales. *25 F/148*
Rate structures limit impact of magazine ads. Adbeat. *25 F/154*
Morgan sets travel books publishing in Fodor division. S. Feldman. *25 F/160*
Energy crisis seen as help to magazines. *4 Mr/8*
Kraft is top spender in Canadian magazines. *11 Mr/10*
Media men's verdict on '74 last quarter: Upbeat. AA Roundup. *18 Mr/4*
Urban League denies ties to 2 Cal. books. *25 Mr/112*
Some publishers mull dropping 2/10 discount. *15 Ap/3*
PIB members' ad revenues up 1st quarter of '74. FTR. *29 Ap/8*
In defense of 'sex' books. Editorial. ('ID' did not fail because it was pushed out by sex books; magazines fall short when they fall short of advertisers). *6 My/14*
Audits & Surveys plans study of 16 magazines. *10 Je/4*
Canadian magazine ad revenues up in 1974. *10 Je/26*
Society of Publication Designers sponsors magazine awards. Adbeat. *10 Je/66*
Business press vs. consumer magazines — which to buy? J. Abely. *17 Je/24*
Around for 100 years. (List of magazines published continuously for more than 100 years.) *17 Je/29*
MPA reports a drop in magazine ad revenues for April. Adbeat. *17 Je/108*
Culligan plans network of life style books. *24 Je/73*
From halls of Montezuma to the pages of 'Screw'? *1 Jl/59*
Court holds magazine is blameless for fireworks ads. *8 Jl/4*
Agency exec says trade publishers misuse promotion. *8 Jl/45*
Magazine ad revenues up. Adbeat. *8 Jl/60*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
No ad folks among 'Time's' 200. *15 Jl/4*
Magazine publishers hail anti-tv views, and report magazine circulations up. Adbeat. *15 Jl/87*
Increase in magazine ad revenue reported. Adbeat. *22 Jl/71*
Outdoor magazines find the going tough in '74. T. Rowan. *5 Ag/3*
Magazine studies too broad to be useful: ANA. B. Donath. *5 Ag/10*
MPA selects Lane family as 'publisher' of the year. *5 Ag/48*
Researchers attack ANA critique; say studies tailored to client wishes. B. Donath. *12 Ag/2*
Sales battle brewing at checkout; publications ready strong fall efforts. B. Donath. *26 Ag/3*
Canadian ad pages up. *26 Ag/196*
Advertising sales for trade & professional society publications increases. Adbeat. *2 S/44*
Group asks 'truth' law, cites movie book ads. *9 S/4*
Newsmagazines newsstand circulation raised due to Nixon's resignation. Adbeat. *9 S/88*
Print's power lies in selectivity, cost, MPA meeting hears. (Panel sessions included comments on Food, Travel and Liquor.) *16 S/2*
Nixon pardon triggers hasty magazine cover revamps. *16 S/4*
Skin book import to bow with free ad space offer. B. Donath. *16 S/48*
Magazine ad pages, revenues continue up. *16 S/67*
Magazine users ask better merchandising. (Panel sessions at Magazine Day review and automotive, appliance, clothing, cosmetics, home furnishings, insurance industries and corporate image.) *23 S/53*
How retailers use today's magazines. D. Lang. *30 S/29*
New Axiom study to probe magazine ad effectiveness. *7 O/8*
Black ad insert will run in three women's magazines. *7 O/53*
PIB says magazine revenues up, pages lag. *7 O/90*
Magazines best to cover major issues: Graham. B. Donath. *21 O/1*
Former MPA leader asks merged mag. associations. *21 O/4*
Starch 'elite' study out: 'Time' leads 21 others. *21 O/8*
'WomanNews' victim of tight economy; earlier feminist books thrive. N. Green. *28 O/53*
Simmons study, partially out, show some surprises vs. '73. *4 N/4*
Specialized magazines best serve public, Johnson says. *4 N/24*
Women's magazines moving beyond kitchen. (Also, execs from NBC, ABC and CBS speak at AWRT meeting.) *4 N/30*
Canada magazines up for nine months. *4 N/45*
Publisher reports merged trade books exceed forecast. *4 N/90*
This special section covers all aspects of magazine development, including charts and invaluable figures. Issue of Nov. 18
How to start a magazine. W. Blair. *18 N/cover*
Magazines hang hats on special interests. (Boost volume and move away from head-to-head war against television.) B. Donath. *18 N/cover*
What makes Ziff-Davis run? 'The four of us'. B. Donath. *18 N/cover*
Variances in new Simmons data leave magazines baffled and angry. B. Donath. *18 N/1*
Magazines at a critical juncture. J. O'Gara. *18 N/31*
National magazine advertising revenue. Chart. *18 N/32*
Magazine revenue by industry class. Chart. *18 N/36*
Ten advertisers who more than doubled magazine advertising in 1973. Chart. *18 N/38*
Top ten corporate advertisers in magazines in 1973. Chart. *18 N/38*
Advertisers spending $25,000 or more in magazine. Chart. *18 N/38*
Cost to reader and to advertiser. Chart. *18 N/40*

Magazines rate high in capital, despite postal woe. S. Cohen. *18 N/50*
1974 magazine advertising by quarters. Chart. *18 N/50*
Growth of magazine advertising revenue. Chart. *18 N/50*
How to sell magazines today. J. O'Gara. (Interview with buyers & sellers of magazine ad space.) *18 N/54*
The 100 leading magazine advertisers of 1973. Chart. *18 N/54*
Top 25 magazine advertisers. Chart. *18 N/68*
Cost of magazines to the reader. Chart. *18 N/68*
General promotion and institutional advertising in magazines. Chart. *18 N/68*
The role of the magazine salesman in today's magazine research. H. Maneloveg. *18 N/70*
Controlled circulation magazines are coming on fast — no charge to reader. *18 N/72*
National and regional magazine advertising. Chart. *18 N/72*
How magazine ads looked the last five years — the trends and the non trends. W. Tyler. *18 N/74*
Business press hit by inflation; but ad schemes hold or rise. T. Allen. *18 N/88*
Top ten business publications: 1973. *18 N/92*
Differences narrow between consumer, trade magazines. H. Cohn. *18 N/99*
Business press adds new services to increase revenues and profits. J. Mulholland. *18 N/99*
Paper outlook for magazines is cloudy. F. Davis. *18 N/102*
Single-copy magazine sales as a per cent of total circulation. Chart. *18 N/102*
So what does it profit a man to gain a computer analysis and lose impact. A. Petcavage. *18 N/107*
What's new in magazine advertising. (Description of advertising units.) *18 N/108*
Advertising in regional magazines as per cent of total ad revenue. Chart. *18 N/108*
A magazine editor's credo. C. Stinnett. *18 N/122*
Magazine advertising by classification. Chart. *18 N/124*
10 top magazines in dollar volume. Chart. *18 N/126*
Careers for Women lands sales gals in magazine jobs. *18 N/128*
Ten magazine publishers who won top honors. G. Allen. *18 N/134*
Magazine advertising costs. Chart. *18 N/148*
Single-copy sales spurred by shopping centers. R. Goshorn. *18 N/151*
The transition — magazines into marketplace in 50 years. E. Calkins. *18 N/152*
Four-color advertising increases in magazines. Chart. *18 N/156*
Total adult reading of the average magazine issue. Chart. *18 N/157*
100 leading ABC magazines. Chart. *18 N/158*
New reading centers in supermarkets give impetus to sales of magazines. J. Narber. *18 N/162*
Regional advertising grows in magazines. Chart. *18 N/162*
National magazine advertising pages. Chart. *18 N/166*
MPA meeting to study magazine role in future. *18 N/166*
The Postal Service — where it's been and where it is for U.S. magazines. S. Kelly. *18 N/169*
Direct response advertising grows. Chart. *18 N/169*
National magazine advertising revenue. Chart. *18 N/170*
What's in store for Canada's magazines in next ten years. J. Crosbie. *18 N/174*
Magazines grow in ad revenue. Chart. *18 N/174*
General magazines slip and special interest ones gain outside the U.S. R. Bechtos. *18 N/176*
Advertisers and agency men examine magazines — today and tomorrow. C. Skoog. *18 N/184*
'Time' will back search for alternative research. *25 N/1*
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3.* See also *9 D/68,* Adbeat.
'Time' seeks industry support in research beef. *2 D/2*
Food publishers reach comparability accord. *9 D/61*
ARF votes new committee on research methods. B. Donath. *16 D/6*
See also ADVERTISING RATES, NEW
Individual Magazines
Individual Publishers

MAGAZINES — CONTROLLED CIRCULATION

Controlled circulation magazines are coming on fast — no charge to reader. *18 N/72*

MAGAZINES — FAILURES

190 magazines begun last year, 19 killed: MPA. *4 F/20*
'Beauty,' Dell Publishing, NYC. *25 Mr/112*
'Boot & Shoe Recorder,' Chilton Co., Radnor, Pa. *6 My/66.* See also FTR *22 Ap/8.*
'The Chicagoan', William Pattis, publ., Chicago. *23 S/8*
'Golfdom,' Times Mirror Co., New York. *27 My/63*
'EE/Systems Engineering Today,' Chilton Co., Radnor, Pa. FTR. *22 Ap/8*
'Good Food,' Triangle Publications, NYC. *18 Mr/3.* See also *11 Mr/57,* LMN.
'Homelife,' In-Store publications, NYC. *11 F/6*
'Fans', midwest newsweekly. FTR. *3 Je/8*
'Intellectual Digest,' Ziff-Davis, NYC. *22 Ap/2*
'Investing,' Institutional Investor Systems. NYC. *16 D/77*
'Meetings & Expositions', Morgan-Grampian, NYC. LMN. *23 S/111*
'Promotion,' Crain Communications Inc. Chicago. *6 My/6*
'Realities,' Paris, (English language edition discontinued.) *1 Ap/55*
'Science & Mechanics', Davis Publications, NYC. *16 D/83*
'Top Operator,' Farm Journal Inc., Philadelphia. *11 Mr/57*
'Zoo World,' Ft. Lauderdale, Fla. LMN. *16 D/77*

MAGAZINES — FOREIGN

Petroleum Engineer Publishing joins Soviet trade group to publish 'Petroleum Engineer' in Moscow. FTR. *7 Ja/8*
'Patient Care' journal sets foreign edition. *28 Ja/22*
Chilton will handle U.S. distribution of 'Soviet Export.' *18 F/67*
Chilton handles U.S. distribution of Russian 'Soviet Export.' LMN. *18 F/67*
'Penthouse' signs for Japanese edition. *6 My/65*
Arabic 'Forbes' set. *30 S/18*
'Stern', world leader in ad pages, tells how it wins in German market. R. Bechtos. *28 O/3*
MPA panel cites perils of publishing in Europe. R. Crain. *28 O/74*
'Ghosts' haunt E. Europe ad efforts, but area still promising, Soria says. R. Bechtos. *25 N/3*
U.S. gets German auto, motorcycle monthly. *25 N/50*
Advertising pages in foreign general magazines. Chart. *18 N/178*
'Forbes' picks Arabic issue over translation. *2 D/46*
Polish book highlights U.S. market next June. *2 D/69*
French weekly sets report on food situation. *16 D/70*

MAGAZINES — IN-FLIGHT

Publishers of in-flight books to hole '73 level. *7 Ja/3.* Addition: *25 F/152.*
East/West readies reader response cards. *1 Jl/60*
In-flights get $14,000,000. *18 N/201*

MAGAZINES — NEW

'America,' Nissan Motor Corp., Carson, Cal. *1 Ap/3*
'American Eye', Kane Communications Inc., Chicago, Ill. *12 Ag/44*
'Atlas World Press Review,' John Millington, publisher, NYC. *13 My/80*
'Avant'Garde,' Ralph Ginzburg, publisher, NYC. *6 Jl/61*
'Beauty,' Dell Publishing Co., NYC. *4 F/45*
'Bicycle Business,' Twentieth Century Publications, North Hollywood, Calif. *27 My/10*
'Book Digest', John Veronis, & Nick Charney, publishers. FTR. *21 Ja/8*
'Book Digest,' Martin Gross, ed., NYC. *4 F/18.* See also *27 My/63; 5 Ag/38.*
'Bookletter', Harper's Magazine Co., N.Y. LMN. *27 My/63*
'Brummel', Unix Corp. of Toronto, Toronto, Canada. *29 Jl/25*
'Computer Educator,' Harold O. Hayes, editor & publisher, Chicago. *5 Ag/48*
'Contemporary Music', Burton Publications, NYC. *8 Jl/62*
'Country Journal,' Blair & Ketchum, NYC. *15 Ap/62*
'Cycle Age,' Babcox Publications, Akron, O. *18 F/71*
'Data Communications,' McGraw-Hill, NYC. *25 Mr/115*
'Defence: Africa,' S. African publication distributed in U.S. by Powers International, NYC. *25 F/145*
'Directions '80', University Communications, Atlanta. *11 N/18*
'Drive!', Realite Inc., Chicago. *11 Mr/54*
'The Economical Driver', Media Properties Inc., NYC. *8 Jl/54*
'Economical Driver', Media Properties Inc., NYC. *2 S/40*

'Electronics in Industry', Cahners Publishing Co., Boston. *25 N/48*
'Elite', Heather Miller, publ., Canada. *25 N/54*
'Executive Newsweek,' Newsweek, NYC. FTR. *22 Ap/8*
'Fabricnews 2,' Arthur J. Imparto Associates, Publ., NYC. *19 Ag/44*
'Farm Forum,' International Harvester, Chicago. *8 Jl/46*
'The Fighters,' Rainbow Publications, Los Angeles. *13 My/62*
'Girl Play,' George San Pietro, publ., Chicago. *25 Mr/8*
"Growing Up With Gerber" magazines, Gerber Products Co., Chicago, Ill. *23 D/8*
'High Times,' Trans-High Corp., Cooper Union Station, New York. *27 My/20*
'Holiday Crafts,' Better Homes & Gardens Special Interest Publications, Des. Moines. *6 My/86*
'Holiday Inn Magazine,' East/West Network, Los Angeles, Calif. FTR. *16 D/8*
'How To,' National Retail Hardware Assn. *8 Ap/62*
'Hustler,' Ron Fenton. Chicago. (Formerly 'Pleasure'). *25 Mr/8*
'IMS Pharmaceutical Marketletter,' INSWORLD Publications, London, England. *9 D/36*
'Ideas,' Maclean-Hunter Ltd., Toronto. *9 S/76*
'Kitten,' Heather Miller, publ., Canada. *25 N/54*
'Learning Resources,' Assn. for Educational Communications and Technology, Washington, D.C. *3 Je/53*
'Lively-World', Caldwell Communications, NYC. *14 O/94*
'Living Together,' publ. by Donn Davenport, Chicago. *12 Ag/58*
'Magazine of Dallas,' Dallas Southwest Media Corp., Dallas. *20 My/80*
'Marine Business,' ComPub Inc., NYC. *7 Ja/16*
'Marriage & Divorce,' Julian R. Warner, publ., L.A. *25 F/167*
'The Middle East,' publ. in London. *22 Ap/44*
'Natural High,' Julie Reed, publisher, Santa Cruz, Calif. *9 S/26*
'Noticiaro de Equipamentos Industriaia — Brazil, Thomas Publishing Co., NYC. *29 Ap/6*
'1,001 Sewing & Needlecraft Ideas,' Conso Publishing, NYC. *11 F/28*
'Out,' Ernie Cohen, ed. & publ., NYC. *22 Ap/23*
'Pleasure,' Ron Fenton, Chicago. *28 Ja/66*
'President's Business,' North American Publishing Co., Philadelphia. *7 Ja/16*
'Relax,' Star Enterprises. (new dental edition). *9 S/31*
'Retail Baking Today,' Sosland Publishing Co., Kansas City, Mo. *14 Ja/22*
'Sales Training & Development,' Myers Publishing, NYC. *15 Ap/59*
'Sound,' Sony Corp. of American, NYC. LMN. *16 S/89*
'Southwest Farm Weekly,' Wm. McNamee, publ., Dallas. *11 F/61*
'Southern Voices' set. *18 F/71*
'Sports Digest of Long Island; Ralph Fiorillo, publ., Smithtown, NY. *25 N/53*
'Stars in Sports,' Rainbow Publications, Los Agneles. *13 My/62*
'Sunlight, the Florida Monthly,' published by George P. Hunt. *15 Jl/64*
'Tennis News,' Sports Investors Inc., NYC. *10 Je/66*
'Touch,' Jim Spurlock, publ., Chicago. *25 Mr/8*
'20/20', Jobson Publishing Co., NYC. *22 Jl/72*
'Venture,' Sherwood Publishing Co., NYC. *3 Je/6*
'Weekend Kickoff,' Weekend Publishing, New York. *3 Je/6*
'Woman Coach,' William J. Burgess, publisher, Wayland, Mass. *28 O/53*
'WomenSports,' Billie Jean King, founder. *21 Ja/30*
'Womensports,' Womensports Publishing, San Mateo, California. FTR. *20 My/8*
'Your Time,' U.S. Suburban Press and Pat Bowe Communications, Schiller Park, Ill. *25 F/164*. See also *3 Je/6*

MAGAZINES — SIZE CHANGE
'WSJ,' 'Observer' trim page sizes. *4 F/10*
'Popular Mechanics' plans size change. LMN. *8 Ap/65*
Boys' Life changes ad page size. LMN. *26 Ag/209*
'National Ski Area News' goes tabloid. *14 O/78*
'Prism' changes set. *9 S/76*
'Seventeen' to reduce page size in April. *11 N/76*
'Viva' changes format. Adbeat. *15 Jl/87*

MAGAZINES — SPECIAL INTEREST
Magazines hang hats on special interests. (Boost volume and move away from head-to-head war against television.) B. Donath. *18 N/cover*
Single-copy sales spurred by shopping centers. R. Goshorn. *18 N/151*
General magazines slip and special interest ones gain outside the U.S. R.Bechtos. *18 N/176*

'MAGIC MAGAZINE'
'Magic Magazine' appears monthly. Adbeat. *4 N/84*

MAGIT, GERALD
Magit leaves top 'PQ' slot; parent 1,001 realigns setup. *2 S/8*

MAGNAVOX CO.
Aaron to bat for Magnavox. *28 Ja/4*
Magnavox bases promotional sweepstakes on guess of inning Aaron hits #715. Adbeat. *4 Mr/49*
Ad drives set to hail Aaron homer record. *8 Ap/1*
Promoters already cashing in on Hank's record-breaking 715. *15 Ap/2*
Magnavox gets reply extension in suit on firing. *17 Je/94*
Magnavox begins network tv drive. FTR. *15 Jl/8*
Philips, bids for Magnavox; Mobil, Loews make progress. *2 S/6*
Magnavox withdraws objection to North American Philips' offer of stock purchase. FTR. *9 S/8*

MAGNUM/ROYAL PUBLICATIONS
Auto books revamped. *18 F/68*

MAGNUSON, WARREN (Sen.)
Travel agencies hit for ads promoting 'spiritual' voyages. *14 Ja/2*

MAHANY, EUGENE (author)
Birthdays, sweeps used to woo consumers during era of 'hard sell.' *27 My/50*
Cents-off runs into blocks; bonus pack, trial size quickens. *8 Jl/38*
Coupons are tie-breakers in era of parity products. *12 Ag/36*
Inflation hikes premium appeal, but boosts costs. *14 O/44*
Boost your image promoting good causes. *11 N/46*
Creative gambits keep sales healthy; coupons, refund campaigns abound. *9 D/52*

MAIL ADVERTISING SERVICE ASSN.
MASA gives awards, elects officers. *13 My/84*

MAIL DELIVERY
Carriers obviate many woes for Mid-America ad mailers. *18 Mr/56*
Overland stage — alive and well in Southern California. *21 O/76*

MAILBAG INTERNATIONAL
Mailbag wins trophy. *20 My/81*

MAINE
Maine introduces booklet on easy lifestyle in Maine. Adbeat. *11 Mr/53*

MAJESTIC DRUG CO.
Youthair gets tv push. *7 O/89*

MAKRIANES, JAMES
Motivating trim staff is most important task: Y&R's Jim Makrianes. *18 Mr/46*

MALE MARKET
British husbands increase role in brand selection. Adbeat. *18 F/70*
Seagram stirs sex into push for 100 Pipers. *4 Mr/8*
Men portrayed badly in ads, woman ad exec tells adclub. *17 Je/88*
Premium offers stresses machismo. W. Robinson. *22 Jl/52*
Men's decisions weigh heavily when buying autos and tv sets. Adbeat. *16 S/92*
Tv commercials dominated by men, SAG study shows. *11 N/22*
Women at work, men at home AA Media Workshop feature. *18 N/3*

MALLORY, P. R. & CO.
Mallory sues Universal for 'contact' ads. *25 N/44*

MALT LIQUOR
New Champale tv ads ready. *1 Ap/58*
Kass protests Schlitz malt liquor commercial. FTR. *8 Ap/8*
F&M Schaefer Brewing Co. tests Wisty malt beverage. *3 Je/8*
Ex Bier now in New York; Gablinger's will try again. *24 Je/8*
See also BEER & BREWERS

MANDLINFILM INC.
Mandlinfilm distributing tv commercial production film, using 7Up as example. Adbeat. *23 S/107*

MANELOVEG, HERBERT D. (author)
Media research's future: Is there any? *15 Jl/23*
The role of the magazine salesman in today's magazine research. 18 N/70

MANOFF, RICHARD K.
Ad role in teaching nutrition: Senate gets conflicting views. *24 Je/3*
Manoff gets Breck billings. LMN. *7 O/99*
MANUFACTURERS & TRADERS TRUST CO.
Empire II challenges N.Y. Master Charge. *14 O/72*
MANVILLE, RICHARD RESEARCH
N.Y. subway riders clock watchers, ad survey shows. *24 Je/54*
MAPS
Fuel crimp takes toll of road maps; oil companies try new approaches. *15 Ap/3*
Road maps and marketing. Editorial. (Oil companies cutting promo programs, ad campaigns and services only antagonize customers and further tear down what's left of tattered customer relations.) *22 Ap/16*
3M unit boosting road map service for car travelers. *6 My/81*
MARCOA DIRECT ADVERTISING
Marcoa Direct sold. *13 My/32*
MARCOR INC.
Marketing ties seen in Mobil bid for Marcor. *24 Je/3*
Buying trouble. Editorial.(Consumers skeptical of oil companies' profits invested in new energy sources.) *1 Jl/16*
Mobil/Marcor deal disturbs Sawhill. *12 Ag/62*
Top 100 national advertisers 1973 marketing report. *26 Ag/147*
MAREMONT CORP.
Maremont plans include new theme, new product bow. *18 Mr/29*
MARGARINE
See BUTTER AND MARGARINE
MARGULIES, WALTER (author)
Facial tissue packaging leads paper products in imagination. *21 Ja/46*
Materials, shape, market segmenting are package keys. *29 Ap/53*
Marketers jump on nostalgia bandwagon in package arena. *29 Jl/42*
'Better' institutional food packaging takes on today's consumer look. *7 O/66*
MARIJUANA
For those using brown-wrapper smokes there's now a magazine sent the same way. *27 My/20*
'Newsweek,' 'Time' shun bid for pot ad. *17 Je/8*
MARINE BANCORPORATION
Marine Bancorporation adopts family name Rainier. Adbeat. *26 Ag/206*
MARK, ANDY (author)
A young trio discovers how to bust into ad business. *15 Ap/42*
MARKER, ROBERT S.
Marker quits McCann, joins Dallas daily. *28 O/8*
MARKET COMMUNICATIONS
'Sno-Mobile' purchased. *13 My/78*
MARKET FACTS INC.
Spotting new item potential called major research need. *2 Ap/30*
MARKET RESEARCH
See RESEARCH
MARKET RESEARCH CORP.
Market Research Corp. sold from Cordura Corp. to David B. Learner. FTR. *30 S/8*
MARKET SEGMENTATION
Multinational companies are constructive force: Hollender. R. Bechtos. *3 Je/50*
Best media for your schedule varies by market: Analyst. *24 Je/65*
MARKET SHELF INC.
Market Shelf returns. *13 My/77*
MARKETING
Jet-X has own company to market wares of others. *28 Ja/34*
Marketing still relevant despite scarcity: Lazer. *29 Ap/2*
Autos, trucks and other products change direction in shortage era. E. B. Weiss. (First of 2 parts.) *17 Je/101*
Shortage era effects marketing planning, control E. B. Weiss. (Last of 2 parts.) *22 Jl/46*
Sears move to price ads hints significant shift in marketing strategy. *2 S/1*
More advertisers use price, value themes to counter inflation. AA Roundup. *16 S/1*
Can advertising's role in marketing success be isolated? A look at some case histories. H. McMahan. *16 S/58*
Business sees no ill effects from Ford anti-inflation plan. J. Revett. *21 O/1*
Marketing must parallel company goals: Patton. *28 O/64*
We'll see fewer new products in 1975 — culprit is shortage of capital, resources. (First of 2 parts.) *2 D/35*
The new era of shortages complicates marketing. E. B. Weiss. (Last of 2 parts.) *16 D/56*
MARKETING COMMUNICATIONS EXECUTIVES INTERNATIONAL
Promotion offers stimulate higher sales, MCEI learns. L. Haugh. *17 Je/85*
MARKETING, DUAL
Dual-marketed products get separate ad strokes. S. Feldman. *28 Ja/10*
MARKETING EVALUATIONS INC.
Quick-Line gets test tallies by phone. *17 Je/108*
MARKETING, INTERNATIONAL
New developments in Third World hint at new markets. E. B. Weiss. (Last of 3 parts. Previous 2 parts appeared in 1973. *10 D/45, 17 D/99.*) *7 Ja/44*
Prices don't hurt Canadian cats; food sales climb. *21 Ja/35*
Unilever launches Pears hand lotion. *18 F/47*
Dr Pepper expands to Okinawa Islands. *25 F/148*
GF International moves to centralized policies. *25 F/148*
Personal care items' global outlook good. *1 Ap/28*
How to get corporate identity behind the Iron Curtain. W. Landor. *8 Ap/43*
Watch that foreign market — everything changes. A. Stridsberg. (Stridsberg maintains that contrary to popular opinion, many products, packages and creative ideas thought to be strictly American, originated in Europe.) *29 Ap/60*
U.S. advertisers win some, lose some in foreign market. A. Stridsberg. (Last of 2 parts.) *6 My/18*
Japan gets Yoo-Hoo. *6 My/74*
Swedish dairy tests low-fat table spread. *6 My/77*
Miller set to handle Lowenbrau importing. *6 My/86*
Liquor marketing options greater overseas: Grandel. *13 My/39*
International markets look bright. H. T. Parker. (A specialist looks at developments and trends in Europe and in markets in other parts of the world.) *13 My/53*
Arden sets Paris unit. *20 My/10*
Inflation, energy woe turn screw on Japan advertising. L. Link. *20 My/25*
How Mr. Kipling won No. 1 in British packaged cake. M. Kallenbach. *20 My/26*
How to cope with 'Tokyo Trauma.' L. O'Neill. (On Japanese customs as they affect advertising.) *20 My/28*
Fuel and gas feast or famine cuts oil advertising in Italy. Wm. & Ann Carnahan. *20 My/38*
USSR hankers for U.S. trade, but goes slowly on ad use. R. Bechtos. *20 My/50*
Multinational companies are constructive force: Hollender. R. Bechtos. (Report on the IAA World Congress.) *3 Je/3*
European ombudsman set, direct mail congress hears. *24 Je/58*
Soviets plan ads to boost Western trade. *1 Jl/55*
Coke, U.S.S.R. set info exchange program. *8 Jl/45*
More Soviet goods head to U.S., but no ads likely. J. Revett. *15 Jl/6*
Iran's new oil riches spark growth of local and international marketing. R. Bechtos. *30 S/3*
Market for hair care products expands in West Germany. Adbeat. *30 S/87*
McDonald's invades U.K. via bow of 3,000th unit. M. Maples. *14 O/41*
Soviets irked at vodka ads. *28 O/10*
People will pay more for value: JWT foreign execs. *28 O/74*
Canada group hears French buyer unique. *4 N/57*
U.K. milk price reduction forcing ad budget cuts. T. Rowan. *11 N/64*
Clorox shelves further foreign expansion plans. *18 N/26*
Asbach builds brandy strength with quality theme. R. Bechtos. *30 D/3*
MARKETING PROFILE (special feature)
Pillsbury turnaround: Bundt rises at P&G expense. L. Edwards. *21 Ja/1*
Yardley's profit search straddles generation gap. L. Baltera. *1 Ap/1*
Helene Curtis builds comeback around youth line. M. Popa. *13 My/1*

Zenith digs in to turn back tv market 'invasion.' T. Rowan. *22 Jl/1*
Block struggles to regain winning formula of old. *19 Ag/1*
'N.Y. Times' struggles to revive ad power and glory. F. Danzig. *23 S/1*
MARKETING SCIENCE INSTITUTE
Business men say ads should list faults, too. *9 S/76*
MARKETING SERVICES
How much you should pay — or get — for marketing services. W. Robinson. *28 O/47*
MARKETRENDS INC.
ARB readies local brand study revival; tests data reliability. *20 My/12*
MARKS, EDWARD B. MUSIC CORP.
Edward Marks Music big in commercial jungles. Adbeat. *18 N/202*
MARRIOTT HOTELS
Marriott creates house agency. LMN. *1 Ap/55*
MARS, INC.
Marathon John appears in spot tv for M&M/Mars candy bar. Adbeat. *20 My/103*
Candy dollar sales rise on stable volume. *1 Je/84*
Hershey slashes ad budget to flight soaring costs. N. Giges. *12 Ag/2*
Top 100 national advertisers 1973 marketing report. *26 Ag/149*
M&M tv spot hits plaque as tooth villian; ignores sugar. *7 O/1*
MARSCHALK CO.
MONY picks Marschalk as Vernet folds. *7 Ja/8*
Marschalk gets Thomas Cook account. FTR. *4 F/8*
MARSHALL JORDAN ASSOCIATES
Alan brings 'Jerry' ad tack to Chicago, and sales jump. *19 Ag/23*
Jerry fires his agency for giving other story. J. O'Connor. *30 S/1*
How to make co-op more effective for retailers. J. Morganstein. *30 S/43*
Agency disputes story of its split-up with JGE. *28 O/58*
MARSTELLER INC.
Marsteller grant gives students video system. *29 Ap/62*
Marsteller is big winner at ABP awards. *6 My/10*
National Distillers terminates bond with Marsteller Inc. FTR. *10 Je/8*
Marsteller Inc., acquires Peter Jesness Assoc., Los Angeles, Calif. FTR. *17 Je/8*
Marsteller ties with Parker in Soviet Union. *12 Ag/20*
"21" Brands assigns Ballantine's scotch to Marsteller. FTR. *23 S/8*
Marsteller Inc. acquires Canadian Rich & Rare account. FTR. *21 O/8*
MARSTELLER, WILLIAM A. (author)
Field of industrial advertising gets more competitive. *17 Je/23*
MARTIN, JEFFREY INC.
Martin taps Merritt as agency of record. LMN. *7 Ja/1*
Pimplex, Anti-acne cleansing product moves to the N.Y. metro area. LMN. *25 F/163*
Jeffrey Martin moves Compoz to Kelly, Nason. LMN. *9 S/85*
MARTTILA, PAYNE, KILEY, THORNE INC.
Dem. won in Michigan with tv-less ad campaign. F. Danzig. *25 F/4*
A swing back to sanity? Editorial. (Television is not always necessary nor successful in political advertising.) *4 Mr/14*
MARX, LOUIS & CO., INC.
Quaker sees lower Yule sales for toys. *18 N/217*
MARY KAY COSMETICS INC.
Mary Kay Cosmetics adds skin care products to line. Adbeat. *7 O/94*
MARYLAND
Baltimore advertising as Charm City USA. Adbeat. *12 Ag/150*
MASIUS, WYNNE-WILLIAMS & D'ARCY MACMANUS
See D'ARCY MACMANUS & MASIUS INC.
MASON McDUFFIE
Mason McDuffie, mortgage banking co. launches ad effort. Adbeat. *24 Je/72*
MASONITE CORP.
Masonite Corp. uses tv to support Forester prefinished hardboard paneling. LMN. *2 S/41*
MASSACHUSETTS
City of Boston to issue Bicentennial coupon book. Adbeat. *1 Ap/51*
Market plan puts Mass. first in per capita lottery sales. *22 Ap/10*
Boston ad club had integration role. *14 O/41*
Big Bicentennial drive for Penna., but Mass. plans only regional ads. J. Revett. *21 O/95*
MASTER CHARGE
See INTERBANK CARD ASSN.
MASTER LOCK CO.
Master Lock leaves Campbell-Mithun. LMN. *18 Mr/77*
MATHIEU, PETE & ASSOC.
Canteen Corp. moves account to Pete Mathieu & Assoc. LMN. *28 Ja/61*
Pete Mathieu & Associates renamed Mathieu, Gefern & Associates. *11 N/60*
MATSUSHITA ELECTRIC INDUSTRIAL CO.
Treadmill of ad costs cited in Motorola's sale of Quasar. *18 Mr/3*
Justice Dept. eyeing Motorola sale offer. *29 Ap/77*
Zenith seeks to block sale of Motorola tv receiver business to Matsushita Electric. FTR. *13 My/8*
Quasar breaks first ad drive since spinoff. *1 Jl/56*
Philip Morris & Panasonic combine in flashlight promo. Adbeat. *14 O/116*
Tv makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*
MATTEL INC.
Gulf Oil signs letter of intent to acquire Ringling Bros. Combined Shows from Mattel Inc. FTR. *28 Ja/8*
Mattel eyes grownups; hikes ad budget 20%. H. Bernstein. *22 Ap/1*
Mattel plans $6 million fall drive; tells success of in-house production. H. Bernstein. *20 My/3*
Top 100 national advertisers 1973 marketing report. *26 Ag/149*
Mattel says fiscal woes won't cut ads. *7 O/99*
Mattel touts Knit-Magic. *11 N/76*
MATTHEI, HAROLD F.
Harold Matthei named to McCann-Erickson, Europe. LMN. *24 Je/69*
MATTHEWS, LEONARD S.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Matthews.) *18 N/194*
MAXWELL, JOHN C. (author)
Pet food dollar sales rose 16.5% last year. (Includes market share of pet foods.) *25 F/146*
Cereal market to grow 7% in 1974: Maxwell. (Includes market share of ready-to-eat cereals.) *22 Ap/2*
Pop wines are slipping in popularity: Maxwell. M. Synon. (Includes market share of domestic wine market.) *13 My/58*
Fuel shortage is no bar to fast-food growth: Maxwell. (Includes fast food market share by company.) *3 Je/52*
Soap, detergent sales increased 3.8% in '73; liquids gain: Maxwell. M. Synon. (Includes soap and detergent market shares.) *17 Je/2*
Shampoos, deodorants big gainers '73 sales climb 10%; Maxwell. M. Synon. (Includes market share on dentifrices and mouthwashes.) *22 Jl/3*
Costs boost 1973 cigar dollar sales; units slip. J. Maxwell. (Includes market share of cigar companies.) *16 S/3*
U.S. per capita coffee usage down in 1973. J. Maxwell. (Includes market share of coffee brands.) *21 O/3*
Manufacturers' toy sales, estimated by toy category. *11 N/69*
Scents, Face treatments record biggest industry sales gains: Maxwell. M. Synon. (Includes market share data.) *23 D/4*
MAYBELLINE CO.
Maybelline tests Fresh & Lovely cosmetics line.LMN. *14 Ja/61*
Maybelline sets launch of first complete makeup line. *12 Ag/8*
MAYTAG CO.
Hunt on for oldest working Maytag. Adbeat. *4 F/53*
MAYTAG, LEWIS B.
Ten who made advertising news in 1974. *16 D/cover*
MAZDA MOTORS OF AMERICA INC.
Mazda ad change not due to M-B, agency exec says. *7 Ja/30*
Mazda rebuts EPA figures. *21 Ja/70*
Independents back Mazda's mileage claim in new ad. *28 Ja/65*
Mazda sets ads to counter adverse fuel economy publicity. LMN. *25 F/163*
Mazda's drive attacks fuel consumption flap; testing new small auto. *4 Mr/3*
Mazda satisfied with EPA mileage reports. FTR. *1 Ap/8*
Mazda satisfied with EPA mileage reports. FTR. *15 Ap/8*

Power exits Mazda; ads won't change. *29 Ap/8*
Brown to leave Mazda, cites ad campaign woes. C. Wingis. *15 Jl/2*
Nissan, Mazda pick new ad execs. *9 S/90*
Top 100 national advertisers 1973 marketing report. *26 Ag/150*
Mazda gets $3,000,000 print push. LMN. *4 N/89*
Auto dealers try to win buyers. *25 N/58*

MEAD CORP.
Westab sets effort for bound tablets. *26 Ag/206*

MEAD JOHNSON & CO.
Mead Johnson assigns Enfamil advertising to Daniel & Charles. FTR. *4 F/8*

MEAT EXTENDERS
See VEGETABLE PROTEIN PRODUCTS

MEAT & MEAT PACKERS
Esskay Quality Meat Co. breaks radio & tv spots. Adbeat. *14 Ja/57*
Swift frozen flavored beef patties in test. *28 Ja/54*
Heat 'N Eat ads break. *22 Ap/40*
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*
Beef council push touts low prices; new campaign set. *29 Jl/55*
Green Giant to dispose of its Bama Meats unit. *12 Ag/45*
Alabama students create ads. *26 Ag/207*
Swift & Co. testing Swift Premium Longfellows hotdogs. LMN. *2 S/41*
George Hormel & Co. moves national with Dinty Moore beef stew. LMN. *7 O/99*
Land O'Lakes tests five frozen turkey products. *25 N/43*
How to shoot tv spots in the Old World. F. Siegfriedt. (Filming of commercials for L. A. Frey & Sons meat packers.) *30 D/19*

MEAT SAUCES
See SAUCES

MEAT, SIMULATED
See VEGETABLE PROTEIN PRODUCTS

MEDIA
Boycott newscast sponsors, asks pro-Nixon group's ad. *7 Ja/53*
Media may create their own credibility gap, Dickey warns. *4 F/4*
Audio in-store ads boost sales in supermarket test. *18 F/28*
Cinecom readies in-store ad signs. *25 F/165*
Media men's verdict on '74 1st quarter: Upbeat. AA Roundup. *18 Mr/4*
Overstepping advocacy. Editorial. (AA concurs with John O'Toole's concept of advocacy advertising, but will not agree to smearing the media to foster the concept.) *18 Mr/16*
P.O. hike reprieve, decontrol brighten outlook for media. *25 Mr/2*
Shopping bag ads grow. *29 Ap/40*
Oil exec raps media attacks on industry. *3 Je/22*
TWA tunes in new revenue source: Commericals on in-flight programs. *8 Jl/3*
Media victories and media responsibilities. Editorial. (Media owners must recognize a responsibility to provide fairness and openness to those with differing views.) *8 Jl/14*
Media research's future: Is there any? H. Maneloveg. *15 Jl/23*
Hollywood Park turns race reruns into ad medium. *22 Jl/10*
No sponsor pressure in Rather move: Admen. M. Christopher. *2 S/2*
Newscasters on ABC available to do commercials. *9 S/85*
Cigaret rolling paper now accepting ads. Adbeat. *9 S/88*
Ads can't be lax, Rockwell heads warns. (Comments on media development given at Media Day program.) *23 S/46*
Best show in town. Editorial. (Tv news programs now are ringside seats to world-shaking events, not interruptions to entertainment schedules.) *30 S/16*
Interlock of mass media, public mores can lead to vicious circle, ANA told. R. Crain. *4 N/3*
Non-automotive admen blast marketing efforts of Detroit. AA Roundup. *4 N/3*
You can fight city hall . . . and win, says new book. (Review of 'How to Be Heard') *11 N/26*
Advertisers: Don't let liberty become license. V. Royster. *9 D/41*
Year of media 'happenings' — Evel, Ali, Hank and Blue Eyes. *16 D/3*
Non-marketing issues rob media time: Mitchel. *23 D/2*
Ad space on toll tickets made available. Adbeat. *30 D/32*
See also JOURNALISM

MEDIA ACCESS PROJECT
Lawmakers irked by FTC 'image' stance. *25 F/8*
Rosenthal group's counter ads hit energy company messages. *18 Mr/2*
Group says energy 'image' ads not deductible. *13 My/3*
Oil exec, critic agree on network accessibility lack, but little else. *13 My/12*
Figures show more spent on image than product/service. (Includes breakdown of oil companies' expenditures on product/service vs. goodwill/institutional advertising.) *13 My/78*
Whose tax dollars? Editorial. (AA challenges the use of the 'our tax dollars' phrase used by the MAP in its argument on the tax deductibility of energy company ads.) *3 Je/14*
High Court rulings weaken advertisers' access demands. *1 Jl/3*
Counter ads belong in broadcast ruling: MAP. *19 Ag/3*

MEDIA BUYING SERVICES
Epting raps outside services; says NSC building own talent. J. O'Connor. *6 My/1*
All who play media shops one against one lose: Reiner. *13 My/24*
Media shop split to form ACI and SMY services. *10 Je/29*
Ontario will name single agency for all media buying. *8 Jl/49*
Dalmatian's 100 media buying service launched. *9 S/31*
Auditing can control tv spot woes: Wyman. *14 O/82*

MEDIA BUYING
Best media for your schedule varies by market: Analyst. *24 Je/65*
Industrial media buyers losing out at agencies. *1 Jl/12*
Why computers and Dr. Strangelove can hurt us, help us- but not replace us. W. Staab. *16 S/57*

MEDIA COSTS
NH&S forecasts media costs to 1980. *11 F/22*
Unified production form wins Four A's approval. *18 F/8*
Memo says some buys up to 85% off tv rate. *18 Mr/10*
Study cites social pressure as villain in spiraling ad cost. *11 N/19*
Cpm hikes only part of rising ad costs. *2 D/52*
Washington media rate increases top national. *2 D/52*

MEDIA-CROSS OWNERSHIP
Justice Dept. seeks breakup of newspaper-owned stations. S. Cohen. *7 Ja/1*
Justice Dept. move disconcerting thrust. Editorial. (AA disagrees with anti-trusters' moves to break up cross-ownerships solely on the basis of economic theory, without any signs of abuse of power.) *14 Ja/12*
FCC schedules cross-ownership hearings. FTR. *11 Mr/8*
House bill may require FCC to make a decision on the cross-ownership issue. FTR. *6 My/8*
Higher ad costs cited by U.S. in media cross-ownership case. J. Revett. *20 My/3*
Justice Dept. presses lonely fight against cross-ownership by media. *24 Je/10*
NAB defends ad pricing in cross-ownership case. *29 Jl/53*
FCC mulling action on cross-ownership issue. *9 S/2*
Senate leaves cross-owner issue to FCC. *16 S/89*
FCC chairman Wiley predicts media cross-ownership decision by year's end. FTR. *23 S/8*
Time for cross-ownership action. Editorial. (FCC delays in cross-ownership action are jeopardizing both publishers and broadcasters.) *23 S/16*
Broadcasters still hopeful of longer license renewals. *23 S/108*
FCC member Robinson calls for less administrative broadcasting requirements. LMN. *23 S/111*
Post-Newsweek Stations to sell WCKY radio. *7 O/23*
FCC proceedings on media cross ownership policy undecided by House-Senate. FTR. *14 O/8*
Penton to enter radio with Florida purchase. *11 N/74*
Newspapers may sue FCC over cross-ownership rule. J. Revett. *30 D/3*

MEDIA DEVELOPMENT CORP.
Media Development Corp. predicts 20¢ daily price will hurt circulation. Adbeat. *29 Jl/46*

MEDIA EXPENDITURES
See ADVERTISING EXPENDITURES

MEDIA FORECASTS
Media men's verdict on '74 last quarter: Upbeat. AA Roundup. *18 Mr/4*
Newspaper group details ad goals; shortages may put kink in forecast. J. Forkan. *29 Ap/3*
Southwestern shops get look at the 80's. *13 My/39*

Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
See also ADVERTISING FORECASTS
MEDIA GENERAL INC.
Media General reports revenues up. Adbeat. *18 F/70*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues. *22 Jl/3*
MEDIA, INTERNATIONAL
Joint U.S.-Russia business press venture is set. *14 Ja/32*
'Defense: Aftica' set for U.S. representation by Powers International. *25 F/145*
Powers adds 'Arab Economist' and L'Economie des Pays Arabs' to rep list. *25 F/149*
'RD' revenues rise for overseas group. *25 F/149*
'Int'l Herald' gets fascimile transmission. *18 Mr/29*
U.K., Japan top winners in int'l broadcast. *25 Mr/107*
Middle East prosperity spawns new magazines. R. Bechtos. *22 Ap/44*
Thomas launches new publication in Brazil. *29 Ap/6*
USSR hankers for U.S. trade, but goes slowly on ad use. R. Bechtos. *20 My/50*
Greece plagued by rising media costs, inflation, dim-out. A. Rizopoulos. *20 My/76*
Value of overspill media detailed in FC&B study. *24 Je/58*
Media mogul says Egypt set for foreign business. R. Bechtos. *24 Je/56*
Vision bought by financier; ends year-long power fight. *1 Jl/58*
B.C. to study ad practices, including media standards. *8 Jl/56*
Asian book to join 'Modern Medicine.' *8 Jl/63*
Britain mulls proposals to regulate ads, media. M. Kallenbach. *29 Jl/10*
French media combine. *21 O/96*
Israeli admen study other media as dailies hike rates. *4 N/67*
General magazines slip and special interest ones gain outside the U.S. R. Bechtos. *18 N/176*
London ad group issues media buying guide. *25 N/50*
MEDIA MIX
ABC Radio seeks tv money with 'appleorange.' *1 Ap/4*
Is your multi-media campaign smorgasbord or balanced diet? B. Stone. *1 Ap/39*
Retail media mix as it looks to an agency man. I. Barnett. *30 S/28*
How retailers use today's magazines. D. Lang. *30 S/29*
Retail advertising, restless giant, gets itself moving. S. Fogelson. *30 S/29*
MEDIA, OVERSPILL
Value of overspill media detailed in FC&B study. *24 Je/58*
MEDIA PAYMENT
Some publishers mull dropping 2/10 discount. *15 Ap/3*
Sole liability battle flares up again via CBS, Metromedia. M. Christopher. *20 My/1*
WIMC vows payment of Barnes-Chase media debts. *20 My/2*
Fairchild drops 2% agency discount, others believed ready to follow suit. *8 Jl/2*
JWT media payment plan based on Stokely case. *7 O/6*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*
MEDIA PAYMENT
See also LIABILITY
MEDIA PAYMENT CORP.
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
MEDIA PROPERTIES INC.
'Driver' set for August. *8 Jl/54*
New auto book to offer tips for non-buff motorist. *2 S/40*
MEDIA RESEARCH DIRECTORS ASSN.
Media men seek research guides. Adbeat. *11 F/70*
MEDICAL ADVERTISING
McGraw's 'MWN' circulation goes 'request' Jan. 1. *26 Ag/213*
Two McGraw medical books going request. *16 S/26*
Impending ad ban by AMA draws sharply differing views. *4 N/90*
The doctors are treating symptoms. Editorial. (In eliminating drug company advertising in its journals, the AMA should not take the same stand as these companies on public issues.) *11 N/16*
AMA delays ad elimination ruling; financial woes cited. *9 D/12*
Drug billings outlook varies; collateral up. *2 D/24*
MEGO CORP.
'Selective' tv buying puts Mego back in profit column. *28 Ja/32*
'Apes' toys fare better than tv show that spawned them. *4 N/57*
MEIJER INC.
Meijer Inc. opens new 'hypermarket'. Adbeat. *18 N/202*
MEISTER PUBLISHING CO.
Meister Publishing sets 'Western Fruit Grower.' *8 Jl/24*
MEM CO.
English Leather commercials heard on traffic reports. Adbeat. *21 O/95*
MEN
See MALE MARKET
MENLEY & JAMES LABS
Love cosmetics launches bath product line. LMN. *21 Ja/73*
Menley & James tests Coldprin decongestant tablets. LMN. *11 N/73*
MENNEN CO.
Shampoo rivals wonder when P&G will seek old dominance. N. Giges. *23 S/3*
Mennen withdraws Real Rinse Out, men's hair conditioner. LMN. *23 D/25*
MEN'S APPAREL
Jockey breaks new spots. Adbeat. *21 Ja/58*
Van Heusen man: Advertised apparel name a strong tool. *4 F/10*
All Sports ad push set. *24 Je/74*
Bike Brief ad makes media itchy. *1 Jl/27*
Tony Bennett advertising for Botany 500 menswear. Adbeat. *1 Jl/53*
Premium offer stresses machismo. W. Robinson. *22 Jl/52*
Hanes Knitwear tests Insights, color coordinated men's underwear. LMN. *25 N/53*
MEN'S TOILETRIES
Personal care industry's growth is seen continuing. *11 F/58*
Chesebrough tests Vaseline Aftershave Care lotion. LMN. *4 Mr/53*
Myrurgia Perfumes promotes line of men's toiletries, Maja, Orgia and Hidalgo. Adbeat. *25 Mr/103*
Colgate-Palmolive shifts distribution of Cervantes men's cologne line to Helena Rubinstein Inc. LMN. *27 My/63*
Speidel introducing British Sterling aftershave moisturizer. Adbeat. *3 Je/57*
Armour-Dial signs Burley and Man-Power to K&E. LMN. *10 Je/63*
Men's hair color ads climb as sales rocket. *15 Jl/12*
Old Spice NBA tie-in is bid for younger users. *29 Jl/16*
Faberge adds two products to Brut line. Adbeat. *30 S/87*
English Leather commercials debut as "soap opera" series. Adbeat. *21 O/95*
Alberto tests Rango men's toiletries line. M. Maples. *4 N/2*
Aramis Inc. goes national with Chromatics men's cologne. FTR. *9 D/8*
Hermes gains Saks support for scent shops. *16 D/34*
Mennen withdraws Real Rinse Out, men's hair conditioner. LMN. *23 D/25*
See also SHAVING EQUIPMENT
MERCEDES-BENZ OF NORTH AMERICA INC.
Mazda ad change not due to M-B, agency exec says. *7 Ja/30*
MERCHANDISING CORP. OF AMERICA
Licensers still hopeful as nets cut their heroes. J. Forkan. *15 Jl/89*
MERCHANTS ADVERTISING SERVICE
Nine weeklies form ad service in Tenafly. *9 S/44*
MERCK & CO.
Calgon shifts $2,000,000 chunk to Grey. LMN. *15 Jl/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/154*
Merck appoints Hodes-Daniel for Calgon products. LMN. *11 N/73*
MERCURY MARINE DIVISION
Mercury Marine adds net tv spots. *21 Ja/12*
MEREDITH CORP.
Meredith magazine backs Doane study. *11 F/51*
Earnings & revenues rose for Meredith Corp. FTR. *12 Ag/8*
Miller heads MPA. *21 O/4*
MERIDEN RECORD CO.
Meriden ups prices. *18 Mr/46*
MERRILL LYNCH, PIERCE, FENNER & SMITH
Merrill Lynch predicts grim future for agency stocks in its latest analysis of industry securities. FTR. *25 F/8*
Merrill Lynch to advertise Sharebuilder Plan. FTR. *1 Ap/8*

Merrill Lynch's Bullish on America campaign produced 18% increase in top-of-the-mind awareness in '71-'72. Adbeat. *13 My/89*
Merrill Lynch adopts bull as its symbol. *26 Ag/215*
Gold to hit market without many ads. T. Allen. *9 D/1*
MERRITT, STAN INC.
Martin taps Merritt as agency of record. LMN. *7 Ja/1*
METRIC SYSTEM
Hearings coming soon on liquor labeling. *4 F/53*
Canada packagers face changeovers under label law. *25 F/149*
Metric proposal would put potables in uniform bottles. *22 Ap/28*
American Can introducing new line of school beverage cups designed with riddles on the metric system. Adbeat. *17 Je/108*
Beatrice will increase ad spending 10%. *17 Je/123*
Canada ad group forsees problems in metric switch. *29 Jl/25*
McDonald's invades U.K. via bow of 3,000th unit. M. Maples. *14 O/41*
METRO-GOLDWYN-MAYER, INC.
"Dr. Zhivago" & "Gone With The Wind" tv package sold to NBC-TV by MGM. FTR. *20 My/8*
METROMEDIA INC.
Metromedia sales up. *18 Mr/56*
General Foods is major tv sponsor of special joint project, by Capital Cities, Storer, and Metromedia. LMN. *20 My/107*
Sole liability battle flares up again via CBS, Metromedia. M. Christopher. *20 My/1*
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
Sponsors chosen for Metromedia's telecasts of WFL games. FTR. *8 Jl/8*
Metromedia unit halts new program development work. *4 N/89*
MEXICO
Price of gas increases by 40% in Mexico; agency profits dip. S. Askinazy. *20 My/78*
Sudler goes international. *8 Jl/64*
MEYER, ALAN H. (author)
Ten laws of advertising. *19 Ag/34*
MEYER, FRED INC.
Fred Meyer's plan for s&l's worries Oregon competitors. *18 N/208*
MEYERHOFF, ARTHUR ASSOCIATES
American Home Products' Boyle Midway combines billings at Arthur Meyerhoff. FTR. *25 F/8*
Meyerhoff urges new tack for USIA. *10 Je/52*
MICHAEL'S CARE PRODUCTS
Michael's Care Products tests furniture care line. Adbeat. *28 O/67*
MICHIGAN
Grand Rapids shops thrive; style is 'pragmatic.' R. Gray. *11 F/12*
Detroit's mayor upbraids adfolk for going outside. *25 F/166*
Michigan launches campaign. Adbeat. *18 Mr/73*
Michigan Bell cutting back, but not on ads. R. Gray. *1 Jl/58*
Michigan pressures utility to keep conservation ads. R. Gray. *28 O/67*
MICROBAND CORP. OF AMERICA
Private tv station opens. *3 Je/58*
MICROENCAPSULATION
SmithKline's successful use of scent ads has promoted expansion to pharmaceutical publications. Adbeat. *13 My/89*
MICROWAVE OVENS
Litton, Amana ads tout microwaves as energy savers. *11 F/54*
Litton microwave oven gets $4 million support. *23 S/6*
MID-AMERICA MAILING SYSTEM
Carriers obviate many woes for Mid-America ad mailers. *18 Mr/56*
MIDAS INTERNATIONAL CORP.
Midas Muffler changing guarantee. *11 Mr/8*
Midas Muffler offering scarf promotion. Adbeat. *26 Ag/206*
WRG regional execs to aid two accounts. *23 S/107*
Bonanza shift shocks WRG; all execs mum. *21 O/2*
Auto aftermarket consumer efforts grow. L. Haugh. *16 D/10*
MIDDLE EAST
War-delayed specials set. *25 Mr/21*
Middle East prosperity spawns new magazines. R. Bechtos. *22 Ap/44*
MILEAGE ADVERTISING & CLAIMS
See AUTOMOBILE MILEAGE
MILES, DR. VIRGINIA (author)
Avoid these errors in new product research. *15 Jl/26*
MILES LABORATORIES INC.
Heavy ad push set for Miles' Morningstar. *18 F/8*
Miles finds Rx for flak: Alka-Seltzer sans aspirin bows. *4 Mr/1*
Miles moving toward funny ads. LMN. *18 Mr/77*
Miles, vitamin group protest corrective ad. LMN. *25 Mr/1*
Alka Seltzer ads feature Dali. LMN. *13 My/93*
Natural trend boosts vitamins sales; makers walk narrow line on claims. L. Baltera. *22 Ap/3*. Correction: *29 Ap/16*.
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
Soy extenders remain 'food of the future' as category sales dwindle. L. Edwards. *29 Jl/3*
FDA panel report may mean trouble for deodorant soaps. *12 Ag/6*
Top 100 national advertisers 1973 marketing report. *16 Ag/155*
Alka-Seltzer minus aspirin is moving out. N. Howard. *21 O/1*. See also *14 O/109*, LMN.
New GF unit tests imitation bacon. *28 O/3*
Miles Labs test Best Years vitamins. LMN. *4 N/89*
MILICI ADVERTISING AGENCY
Renamed Milici/Valenti Advertising, Honolulu. *29 Ap/16*
MILK
FTC says everybody doesn't need milk; hits celebrity ads. *15 Ap/1*
Pres. Nixon once suggested farmers promote milk as a sedative. Adbeat. *5 Ag/39*
FTC's Thompson raps moves against milk ads. LMN.*19 Ag/1*
Butz hits 'flashy advertising'. (Flashy advertising is pushing Americans into poor eating and drinking habits, Butz states.) *16 S/92*
ADA aims at milk buffs with 'natural' ad campaign. *30 S/3*
Borden tests new dessert as alternative to Eagle milk. *7 O/6*
Court bars FTC in Cal. milk ad dispute. *7 O/49*
U.K. milk price reduction forcing ad budget cuts. T. Rowan. *11 N/64*
Dairy unit testing program to boost home milk delivery. M. Maples. *11 N/69*
MILK ADDITIVES
Ovaltine business at DKG; tests Hot Coca mix. LMN. *18 F/67*
Ovaltine aims at moms, not kids, in tv ads. L. Edwards. 23 S/8
MILLER BREWING CO.
Miller trying can, bottle recall effort. *11 Mr/12*
Miller set to handle Lowenbrau importing. *6 My/86*
Miller expands low-in-calorie Miller lite. Adbeat. *3 Je/57*
Miller Brewing testing 8-oz. cans of Miller High-Life. LMN. *2 S/41*
MILLER, DONALD B.
Help needed from business space rep. (With buying information sought by agencies.) *17 Je/58*
MILLER, LAWRENCE (author)
What is promotion? Marketing, creative are the key factors. *27 My/47*
Q: What's wrong in promotion? A: Too little talent, it seems. *11 N/49*
MILLER-MORTON CO.
Miller-Morton sets new collar entry. *7 Ja/8*
Miller-Morton files complaint with EPA against Lambert-Kay's Sergent Bloomin' Flea dog collar. LMN. *29 Ap/75*
Lambert-Kay drops claims for flea collar in settlement. N. Giges. *13 My/98*
Lambert-Kay says settlement was on ads, not labeling. *3 Je/37*
Miller-Morton contributing to local humane societies. Adbeat. *17 Je/108*
MILLER, TED
Ted Miller named assistant of GM's Pontiac division. LMN. *28 O/71*
MILLER, WAYNE
Miller heads MPA. *21 O/4*
MILTON BRADLEY CO.
Kraftco, Quaker, Milton Bradley urge NARB role. LMN. *4 F/49*
Shortages crimp Toy Fair entries. J. Forkan. *18 F/10*
New 'Sesame Street' items in works. *25 Mr/108*
Milton Bradley offering co-op newspaper adv. program. Adbeat. *7 O/94*
MILWAUKEE VALVE CO.
Milwaukee Valve names Lee King. LMN. *4 Mr/53*

MINER INDUSTRIES
Miner Industries begins tv adv for Optigan electronic organ. Adbeat. *19 Ag/47*
MINERAL WATER
Water marketing bubbles in Brazil. *30 D/4*
MINNESOTA
Shops take top awards at Minneapolis show. *17 Je/72*
Minneapolis Star & Tribune Co. sales up. *8 Jl/57*
MINOLTA CORP.
Minolta's biggest push uses 46 magazines. *7 O/87*
MINORITIES
Minority & women's groups withdraw petition denying license renewal for Denver station. Adbeat. *12 Ag/50*
Chicago group prepares tv, radio race relations spots. *14 O/41*
See also BLACK MARKET
MINORITY EMPLOYMENT
See EMPLOYMENT
MINTZ/HOKE INC.
Renamed Mintz & Hoke. *11 F/58*
MINTZER GREEN INC.
Mintzer Greene splits; two new shops form. *14 O/72*
MIRACLE WHITE CO.
Miracle White moves Lanudry Soil & Stain remover aerosol into markets. LMN. *28 Ja/61*
Miracle White hikes budget, adds Kissel in marketing slot. *29 Jl/55*
Miracle White adds sweeps to year-end effort. *28 O/76*
MISLEADING ADVERTISING
See ADVERTISING, MISLEADING
MISSISSIPPI
Mississippi slates ad effort to promote its 'rural' image. M. Maples. *2 D/57*
MISSOURI NETWORK INC.
Smaller radio stations vie for farm ad dollars. N. Howard. *15 Ap/28*
MISSOURI PUBLIC INTEREST RESEARCH GROUP
Missouri group wants NARB to advertise itself. *25 F/144.* See also *25 Mr/103,* Adbeat.
NARB's Etherington approves study of the NARB by the MoPIRG. Adbeat. *1 Ap/51*
Keep 'open mind' on NARB, Etherington advises critics. *29 Ap/78*
Group asks 'truth' law, cites movie book ads. *9 S/4*
MITCHEL, F. KENT
Mitchel heads ANA; Garrett vice-chairman. *4 N/92*
MITCHELL-STANS TRIAL
See TRIALS
MOBIL OIL CORP.
Oilmen rip bid to FTC for proof on energy ads. J. Revett. *14 Ja/1*
Shell, Texaco & Mobil use newspaper space to explain operations. FTR. *21 Ja/8*
Tv execs see oil counter ads as primarily a print problem. *18 Mr/1*
New 'Sesame Street' items in works. (Mobil contributes to PBS.) *25 Mr/108*
Mobil protests 'idea' ad ban; radio nets block Texaco spots. M. Christopher; S. Cohen. *8 Ap/1*
NAD, NARB 'surprised' by Mobil stance on data. *15 Ap/1*
Mobil spots show drama of drilling. *15 Ap/3*
Don't ban idea ads. Editorial. (Mobil Oil Corp challenges television networks to allow more flexible approaches to the idea ad issue.) *15 Ap/14*
Mobil Oil charges ABC-TV's "Oil: The Policy Crisis" show revealed misleading facts. FTR. *6 My/8.* See also *20 My/103,* Adbeat.
Trivia waste our substance. S. Bernstein. (SRB is confused and angered at the great to-do caused by the Calif. milk campaign and Mobil's refusal to substantiate crude oil claims.) *6 My/14*
Mobil says drilling pay-off figures ok; spots will continue. *6 My/35*
Oil exec, critic agree on network accessibility lack, but little else. *13 My/12*
Mobil to run ad in dailies; drops tv spot. *13 My/93*
Mobil will label image ads. *13 My/93*
Some no-lead brands replace low-lead gas. AA Roundup. *27 My/6*
Marketing ties seen in Mobil bid for Marcor. *24 Je/3*
Mobil continues fight to air views, uses rejected storyboard in print ad. M. Christopher. *24 Je/3*
Buying trouble. Editorial. (Consumers skeptical of oil companies' profits invested in new energy sources.) *1 Jl/16*
Gasoline supplies on the rise, but ad efforts are still scarce. T. Rowan. *15 Jl/3*
CBS chief raps Mobil complaint. *15 Jl/85*
Mobil expands advertising via newspapers and television. Adbeat. *15 Jl/87*
Mobil/Marcor deal disturbs Sawhill. *12 Ag/62*
Philips, bids for Magnavox; Mobil, Loews make progress. *2 S/6*
Mobil, Gillette expand via recent acquisitions. *7 O/18*
MOBILE HOMES
See mobile home sales rising in '74. *14 Ja/64*
Bill introduced to curb misleading advertising on length of mobile homes. Adbeat. *11 F/70*
Executive Industries breaks ads for motor homes. Adbeat. *30 S/87*
FTC urges Mobil home marketers to provide repair warranties on homes. FTR. *30 D/12*
MOCKLER, COLMAN M. JR.
Mockler new Gillette chief. *22 Jl/8*
MODERN TALKING PICTURE SERVICE
Film shorts can lure steady cable viewers, study finds. *9 S/35*
MOGEN DAVID WINE CORP.
Mogen David sets 'sweet life' ads on tv. Adbeat. *8 Ap/61*
MOHAN CHABLANI LTD.
Chablani ties with ARMS. *17 Je/88*
MOLSON COS. OF MONTREAL
Agency shift seen after Formosa sale. *29 Jl/25.* See also *22 Jl/75,* LMN.
MONSANTO CO.
Monsanto finds syndication works. *4 Mr/40*
Costs imperil 15¢ bar as candy makers wonder: Is chocolate obsolete? (Monsanto Flavor Essences unit testing chocolate substitute.) *8 Ap/3*
Coke set to launch all-plastic bottles; tests large-mouth. (Use's Monsanto plastic bottles.) *22 Ap/12*
Textile outlooks to improve: Greene. *21 O/76*
Monsanto's Easy-Goer plastic bottle in test with Coca-Cola. FTR. *25 N/8*
Monsanto begins pre-Christmas tv "weardated" campaign. Adbeat. *9 D/68*
MONSIEUR HENRI WINES
Monsieur Henri Wines introducing Weber May Wine. FTR. *10 Je/8*
MONTEBELLO LIQUORS INC.
Adler leaves STP to head liquor company. *24 Je/4.* Correction: *8 Jl/52.*
Big pre-Christmas ad efforts planned for imported wines. T. Rowan. *28 O/6*
MONTICELLO RACEWAY
Rock 'n races a winning combination. Adbeat. *29 Jl/46*
MOON, REV. SUN MYUNG
Rev. Moon budgets $300,000 for radio-tv campaign. LMN. *19 Ag/51*
Dentsu Advertising handles Rev. Moon's U.S. campaign. Adbeat. *21 O/95*
MORGAN-GRAMPIAN INC.
Morgan buys publisher. *7 Ja/39*
Morgan-Grampian buys Buttenheim. *28 Ja/8*
Morgan-Grampian organizes world travel oriented publishing unit. LMN. *18 F/67*
Morgan sets travel books publishing in Fodor division. S. Feldman. *25 F/160*
Morgan-Grampian's 'Meetings & Expositions' folds. LMN. *23 S/111*
Demise of Morgan's 'M&E' prompts attack by old owner. *7 O/100*
DLK buys 'M&E,' sets February bow. *9 D/70*
MORGANSTEIN, JORDAN (author)
How to make co-op more effective for retailers. *30 S/43*
MORNING TREAT COFFEE CO.
Marketer of coffeebags dips into Louisiana test. L. Edwards. *23 S/2*
MORRIS NEWSPAPER CORP.
Copley mergers 2 and sells 13 papers. *17 Je/114*
MORRIS, PHILIP INC.
Philip Morris thanks 'Women's Wear Daily' for designs used in '73 Virginia Slims campaign. Adbeat. *7 Ja/51*
Philip Morris in process of registering Ski as a cigaret trademark. LMN. *11 Mr/57*

Philip Morris puts European smoke in U.S. test; Lorillard expands True. J. O'Connor. *8 Ap/3.* See also *18 Mr/77,* LMN.
Winston spending big to keep No. 1 position. J. O'Connor. *27 My/3*
Philip Morris not returning to plastic packaging of Benson & Hedges. Adbeat. *10 Je/66*
New Lorillard premiums in Kent gallery. (Includes mention of PM's techniques to promote Marlboro.) *24 Je/6*
Top 100 national advertisers 1973 marketing report. *26 Ag/157*
Nine new brands of cigarets are battling in test market. J. O'Connor. (Also includes a chart of new cigarets in test.) *23 S/1*
Johnny Roventini, bellboy, retires from Philip Morris advertising. FTR. *7 O/8*
Philip Morris announces Benson & Hedges Cigaret sweepstakes. LMN. *7 O/99*
Philip Morris going into Seattle market with Miyako cigaret. J. O'Connor. *14 O/1*
Poll finds most women favor efforts to strengthen role. *14 O/80*
Philip Morris & Panasonic combine in flashlight promo. Adbeat. *14 O/116*
True ads tout low tar, show 19 other brands. (Also, Philip Morris moves Benson & Hedges 100s national.) *18 N/223*

MORRISSEY, JOHN J.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Morrissey.) *18 N/192*

MORTON FROZEN FOODS DIVISION
W. R. Grace sells unit; shift of agency coming. *1 Ap/59*
Welch, Pillsbury ready first frozen donut items. L. Edwards. *11 N/1*
Morton division repositions frozen pie line. Adbeat. *11 N/67*

MORTON-NORWICH PRODUCTS, INC.
Texize takes Grease relief on nati'l stage. *25 F/2*
Eyewash entries tout packaging in move to dislodge market leaders. C. Geraghty. *8 Jl/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/157*
Fragrances to take 'sensible' ad approach. *23 S/109*
Morton-Norwich testing freeze-dried milk of magnesia. LMN. *30 S/91*

MORTON SALT CO.
Morton Lite corrective ads avert recall. *22 Ap/8*
Morton Salt testing Nature's Season. FTR. *20 My/8*

MOSS, FRANK E. (Sen.)
Moss, health group seek ban on 27 cigarets that contain over 21mg tar. *4 F/2*
Safety unit studies legality of banning high-tar cigarets. *22 Ap/74*
Frank Moss petitions Consumer Product Safety Commission to set cigaret tar levels. LMN. *20 My/107*
CPA not inflationary. Editorial. (In times of inflation the CPA's operation is worth the expense.) *5 Ag/14*
Moss responsible for Senate commerce committee questioning all future nominees to regulatory agencies on attitudes toward gov't secrecy. LMN. *19 Ag/51*
Group asks 'truth' law, cites movie book ads. *9 S/4*
Moss asks study of inflationary elements of UPC. LMN. *30 S/91*
Elliot vows ad industry's support for inflation battle. H. Bernstein. *7 O/102*

MOTELS
See HOTELS & MOTELS

'MOTHER EARTH NEWS'
'Mother Earth News' sees profit from the 'simple life.' *2 D/65*

MOTION PICTURE ASSN. OF AMERICA
McDonald's pulls radio spots urging buying of a Big Mac instead of going to the movies. FTR. *19 Ag/8*
Valenti calls for end to film strictures on pay tv. *14 O/83*
Scott ad poll finds support for 'Savage' rating change. C. Wingis. *2 D/72*

MOTION PICTURES
'Four-wall' movies spell success with capital 'G'. *4 F/2*
London film poster banned in public due to title, 'Sex Farm'. Adbeat. *25 F/154*
Gatsby movie attracts panoply of tie-in efforts. J. Forkan. *18 Mr/2*
Newspaper Advertising Bureau releases study on movie-going newspaper readers. Adbeat. *18 Mr/73*
Paramount sets 'Gatsby' ad efforts; more tie-in. J. Forkan. *25 Mr/117*
Warner promotes 'Lucy Mame.' Adbeat. *8 Ap/61*
'Godfather II' next for major Paramount effort. J. Forkan. *15 Ap/44*
Gatsby profits high for 1st 19 days of running. Adbeat. *6 My/78*
Popsicle Industries ties in with 'Huckleberry Finn' film. Adbeat. *6 My/78*
"Dr. Zhivago" and "Gone With The Wind" tv package sold to NBC-TV by MGM. FTR. *20 My/8*
NBC is front running bidder for 'Godfather.' FTR. *17 Je/8*
Despite critics, 'Gatsby' is a profitable enterprise. J. Forkan. *17 Je/78*
Battle for the 'Apes' set as marketers plan tie-ins. J. Forkan. *1 Jl/60*
Cast t-shirts upon the water for you may get tv coverage. *29 Jl/8*
We need more peace at home. S. Bernstein. (Violence on tv and in the movies should be curbed, before it becomes normal accepted behavoir.) *23 S/16*
Billy Jack promo set. *7 O/89*
"Taking of Pelham, One, Two Three" being promoted in NY subways. Adbeat. *7 O/94*
Valenti calls for end to film strictures on pay tv. *14 O/83*
Economy key topic as cable seeks movies. *28 O/8*
'Godfather' jolts Nielsens; NBC ratings climb. J. Forkan. *25 N/2*
Advertising for "The Taking of Pelham One, Two Three" ordered removed from Chicago subway platforms. Adbeat. *25 N/56*
Advertising spots for "Lenny" being rejected by some radio stations. Adbeat. *25 N/56*
Disaster movies, just the opposite at box office, get heavy ad backing. J. Forkan. *2 D/3*
Warner sets smashing drive for 'Freebie & the Bean' bow. C. Wingis. *2 D/65*
Scott ad poll finds support for 'Savage' rating change. C. Wingis. *2 D/72*
'Trial of Billy Jack' making bucks; ad blitz overcomes lousy reviews. C. Wingis. *9 D/4*
17 paperbacks planned as 1975 tie in with Columbia Pictures Industries movies. Adbeat. *16 D/72*
ABC-TV buys movies from 20th Century-Fox Film. LMN. *23 D/25*
"The Godfather" audiences rank 2nd among tv filmviewers. Adbeat. *30 D/32*

MOTIVATIONAL COMMUNICATIONS INC.
Interviews new ego-boosters for trade show guests. *18 N/24*

MOTORCYCLES
Kawasaki continues to shake 'em up. H. Bernstein. *7 Ja/1*
Suzuki plans heavy drive for new engine. LMN. *6 My/1*
Plans readied for new Honda CVCC engine. *19 Ag/52*
American Honda spending more in '75 for tv adv. on NBC & CBS. FTR. *30 S/8*
Honda, Harley ready new bike models for '75. *28 O/1*

MOTOROLA INC.
Treadmill of ad costs cited in Motorola's sale of Quasar. *18 Mr/3*
Justice Dept. eyeing Motorola sale offer. *29 Ap/77*
Zenith seeks to block sale of Motorola tv receiver business to Matsushita Electric. FTR. *13 My/8*
Quasar breaks first ad drive since spinoff. *1 Jl/56*
Clinton E. Frank retains Quasar Electronics, but no confirmation from Quasar. FTR. *12 Ag/8*
Zenith files suit against Japanese marketers. *30 S/80*
Motorola expands corporate campaign. Adbeat. *18 N/202*
Motorola pager gets consumer ads. *9 D/28*

MOUNTAIN PASS CANNING CO.
Pet's Old El Paso unit names Workshop West. LMN. *1 Ap/55.* Correction: *15 Ap/56.*
Pet unit tests frozen bread, breakfast fare. (Also, Mountain Pass adds to Old El Passo line.) *29 Jl/55*

MOUTHWASH
Listerine and cartoon character Scooby-Doo team up for sweepstakes. Adbeat. *7 Ja/51*
First consumer ads test for Cepacol mouthwash. LMN. *18 F/1*
Dr. Tichenor's uses Negro markets as springboard for metro franchises. B. Donath. *18 F/3*
Scope. Listerine square off with strong new spots. N. Giges. *22 Ap/1*
Shampoos, deodorants big gainers as '73 sales climb 10%: Maxwell. M. Synon. (Also includes share of market data on dentifrices and mouthwashes.) *22 Jl/3*

W-L revamps Listerine ads in battle to slow Scope gains. N. Giges. (Also new Lysterol campaign launched.) *2 S/1*
Swiss order Madison Labs' demise. B. Donath. *21 O/3*
FTC judge: Listerine must run corrective ads for 2 years. S. Cohen. *9 D/1*

'MOVIE & TV GOSSIP'
Renamed 'Movie & TV Tattler.' *13 My/86*

MR. DONUT OF AMERICA
Mr. Donut offering vacation trip games. Adbeat. *5 Ag/39*

MRS. PAUL'S KITCHENS
Mrs. Paul's introduces frozen deviled clams. Adbeat. *28 Ja/57*
Mrs. Paul's Kitchens break frozen foods campaign. Adbeat. *18 F/70*
Mrs. Paul's entries add do-it-yourself. *1 Jl/4*

MRS. SMITH'S PIE CO.
Mrs. Smith's pies to get tv. *21 Ja/10*
Welch, Pillsbury ready first frozen donut items. L. Edwards. *11 N/1*
Pillsbury confirms deal with Mrs. Smith's for test marketing new frozen donut line. FTR. *21 O/8*

'MS' MAGAZINE
Ms. Jan issue features mirror cover. Adbeat. *16 D/72*
'Woman News' victim of tight economy; earlier feminist books thrive. N. Green. *28 O/53*

MULBERRY SQUARE PRODUCTIONS
ABC Merchandising signed by Mulberry. *27 My/24*

MULHOLLAND, JAMES S. JR. (author)
Business press adds new services to increase revenues and profits. *18 N/99*

MULTI-NATIONAL CORPORATIONS
Multinational companies are constructive force: Hollender. R. Bechtos. (Report on the IAA World Congress.) *3 Je/3*

MURRAY, ARTHUR DANCE STUDIOS
'Touch dancing' back: Arthur Murray. Adbeat. *14 O/116*

MUSIC IN ADVERTISING
A young trio discovers how to bust into ad business. A. Mark. *15 Ap/42*
P&G now singing virtues of Tide. *22 Ap/30*
Marvin Hamlisch composes ragtime theme for Eastman Kodak. Adbeat. *27 My/60*
RCA releasing bluegrass music albums as summer promotion. Adbeat. *3 Je/57*
Jingles, the hidden persuaders, get you sales help from the unconscious. T. V. Byor. *23 S/71*
Big premium users strike up the band. *14 O/43*
Detroit sing-along. (Automobile jingles.) *14 O/102*
Edward Marks Music big in commercial jungles. Adbeat. *18 N/202*

MUSIC & MUSICAL INSTRUMENTS
Hohner promotes 'denim deal.' Adbeat. *25 Mr/103*
JWT returns to tv production with 'Speak easy'. FTR. *29 Ap/8*

MUSSEY, BARROWS (author)
Germans take oil crunch in stride, but agency profits off. *20 My/70*

MUTUAL BROADCASTING SYSTEM
Zaire loses $2,000,000 on flight; Mutual scores. *4 N/92*
NBC, Mutual radio nets revise non-affiliate fare. J. Forkan. *11 N/20*

MUTUAL FUNDS
SEC's latest rulings on mutual funds expected to bring rise in ad efforts. *11 N/12*

MUTUAL OF NEW YORK (MONY)
MONY picks Marschalk as Vernet folds. *7 Ja/8*

'MY' (author)
On sweet potatoes and irreversible compromise. (A commentary on society and advertising and historian Arnold Toynbee.) *20 My/92*
On Solzhenitsyn, ad morality and keeping one eye closed. *4 N/62*

MYERS PUBLISHING CO.
Myers brings out 'Sales Training & Development.' LMN. *15 Ap/59*

MYLES, LEE CORP.
Suit charges Myles Corp. in agency kickback scheme. *29 Ap/8*
Lee Myles' radio & tv advertising suspended. LMN. *6 My/81*
Lee Myles Corp. files suit against Forbes Adv. for non-use of paid tv time. LMN. *15 Jl/85*

MYRURGIA PERFUMES
Myrurgia increases ad frequency. Adbeat. *25 Mr/103*

NL INDUSTRIES
NL Industries test Dutch Girl interior paint. LMN. *4 N/89*

NABISCO INC.
Nabisco moves Lil Loaf crackers national; tests Fancy This Cocoa, Claires cookies and Crisp 'n Easy coating mix. LMN. *18 F/67*
Nabisco Foods, United Kingdom names Leo Burnett as agency. LMN. *25 F/163*
Snoopy signs up for dog treat line. *25 Mr/4*
Progresso has extender; Nabisco readies VMR. *25 Mr/112*
Nabisco's Aurora Products budget set. Adbeat. *8 Ap/61*
Food men's cross-coupon use growing. *15 Ap/27*
Nabisco year: New products, earnings dip. *22 Ap/37*
Nabisco Confectionary to shift candy account to HBM. LMN. *6 My/81*
Nabisco tests revamped Fast Break breakfast squares. LMN. *27 My/63*
Nabisco 10-speed bikes test in supermarkets. *17 Je/6*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
Nabisco sales up and income down in first half. *29 Jl/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/158*
Chuckles candy (Nabisco) and Mack Trucks buy emblem space on Evel Knievel's Sky-Cycle. FTR. *2 S/8*
Nabisco tests Norman cereal. LMN. *9 S/85*
Two Nabisco brands appear set to collide via ad themes. *16 S/2*
Nabisco puts Tuna Twist in test market. *30 S/1*
Nabisco, Pet test new hot natural cereals. L. Edwards. *14 O/2*
Nabisco testing new cereal & breakfast drink; also toaster pastries. LMN. *21 O/99*
Nabisco introduces Milkbone Tasty Twosomes cat food. LMN. *30 D/25*

NADER, RALPH
Nader urges retailer push for better manufacturer ads. *25 F/146*
Cosmetic advertising gets brickbats in Senate subcommittee's probe. *25 F/169*
Nader group gearing up after Va. drug ad victory. *1 Ap/1*
Warning on Nader victory. Editorial. (Responsible free speech and honest information should not be suppressed in the guise of professional ethics.) *8 Ap/14*
Nader group urges NARB to investigate Old Milwaukee beer spots. LMN. *15 Ap/59*
Nader & group propose revision of radial tire claims on better gas mileage. LMN. *27 My/63*
Nader idea for admen: Public service leaves. *24 Je/71*
Nader praises Ad Age, 'WSJ' and 'Auto News.' *24 Je/71*
Consumer unit vote set; Ford to see leaders. *16 S/89*

NALCO CHEMICAL CO.
Nalco Chemical introduces auto cooling system products. LMN. *14 O/109*

NARBER, JAMES (author)
New reading centers in supermarkets give impetus to sales of magazines. *18 N/162*

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES
Fewer Emmys but 3 shows in new setup. *18 F/6*
Xerox-sponsored tv special heads Emmy Award winners. *3 Je/61*

NATIONAL ADVERTISERS
See ADVERTISERS, LEADING

NATIONAL ADVERTISING DIVISION
NAD action results in 2 ad claim shifts; 4 plaints dropped. *14 Ja/6*
NAD okays Exxon claim, rules against 3 advertisers. N. Giges. (NAD's January report). *18 F/3*
Etherington: Better kids' tv ad monitoring system needed. N. Giges. *18 Mr/77*
NAD flushes Clorox claim. (February report.) *18 Mr/80*
L'Eggs files complaint with NAD charging StarCrest with misleading advertising. FTR. *25 Mr/8*
NAD to challenge gas mileage claims. LMN. *8 Ap/65*
NAD, NARB 'surprised' by Mobil stance on data. *15 Ap/1*
Consumerist group raps NAD delays, secrecy. S. Cohen. *22 Ap/2*
Discontinued ads grow as NAD reason for settlement. (March report) *22 Ap/3*
NAD's dilemma. Editorial. (NAD caught up in debate to divulge proof for ruling on certain decisions, without exposing advertisers confidential information.) *29 Ap/14*
Kiddie tv code beefed up for FTC meeting. *20 My/1*
Ads substantiated in six cases. (April report) *20 My/82*

Perilous journey. Editorial. (AA praises the creation of a new NARB/NAD unit to police children's advertising, but advises the industry to heed consumer criticism.) *27 My/14*
NARB votes to disclose ad substantiation. *10 Je/2*
NAD gives pointers on insurance agents' ad in May report. *17 Je/10*
NAD investigating Remington commercial comparing its shaver to Schick's shaver. LMN. *17 Je/123*
NAD sends Remington, Zenith cases to NARB. (June report) *15 Jl/86*
NAD questions ads of four; four others back up claims. (July report) *19 Ag/10*
NAD names consultants to review children's advertising. LMN. *9 S/85*
NAD settles 14 complaints during August. *16 S/16*
CAB rebuffs complaint, but NAD ad view differs. S. Cohen. (American Airlines misleading ad cited as example of consumerist desire for intervention by regulatory agency.) *23 S/12*
Whitehall Labs and Lehn & Fink modify ads challenged by NAD. FTR. *14 O/8*
Seven agree to NAD's request for ad fixes. (September report) *21 O/52*
Ten modify or halt ads, NAD Oct. report shows. *25 N/14*
Six alter advertising in wake of NAD rulings. (November report) *23 D/30*
Earth Born comparative ads halted, NAD reports. (December report) *20 Ja '75/56*

NATIONAL ADVERTISING REVIEW BOARD

Competitors hail NARB for Schick shaver ruling. *7 Ja/1*
NARB sets some guides . . . Editorial. (NARB uses Schick Flexamatic campaign to explain its guidelines on misleading and comparative advertising.) *7 Ja/12*
NARB's Schick ruling highlights secrecy of FTC's regulations role. S. Cohen. *7 Ja/16*
Big spenders ask NARB to set guides for children's ads. *21 Ja/1*
Comparative ads valid — if. Editorial. (NARB's Schick ruling will not affect solidly-designed comparative ads, but should kill dumb and misleading ones.) *21 Ja/16*
Engman favors more review units. *21 Ja/56*
FTC, NARB ponder wider roles as energy ad claims proliferate. S. Cohen. *28 Ja/16*
Consumerists favor NARB to head kid tv ad code action. S. Cohen. *4 F/3*
Kraftco, Quaker, Milton Bradley urge NARB role. LMN. *4 F/49*
NARB panel says sugar's 'good food' ad misleading. *11 F/1*
Guidelines emerge as NARB rules out Fram ad 'puffery.' N. Giges. *18 F/1*
FTC lapses; NARB bites. Editorial. (While the FTC is hopelessly enmeshed in procedure and lawyerish quibbling, the NARB is making important decisions and providing clear-cut guidance to creative people.) *18 F/14*
Push for NARB as kid ad watchdog is encouraging; it's also overdue. S. Cohen. *25 F/10*
Missouri group wants NARB to advertise inself. *25 F/144*. See also 'Adbeat.' *25 Mr/103*.
Four A's to back NARB's tots' tv ad role. *4 Mr/1*
FTC eyes mpg claims; NARB issues ad guides. *11 Mr/1*
NARB plan too timid. Editorial. (NARB's proposal to deal with children's ads focuses on individual misleading ads while the real problem is tv's total treatment of children.) *25 Mr/16*
NARB's Etherington approves study of the NARB by the MoPIRG. Adbeat. *1 Ap/51*
Kass protests Schlitz malt liquor commercial. FTR. *8 Ap/8*
NAD, NARB 'surprised' by Mobil stance on data. *15 Ap/1*
NARB investigating Old Milwaukee beer commercials. LMN. *15 Ap/59*
Consumerist group raps NAD delays, secrecy. S. Cohen. *22 Ap/2*
NARB may seek funds to police children's ads. S. Cohen. *29 Ap/75*
Keep 'open mind' on NARB, Etherington advises critics. *29 Ap/78*
NARB panel 'regrets' AHP data refusal. *6 My/3*
Mobil will label image ads. *13 My/93*
Kiddie tv code beefed up for FTC meeting. *20 My/1*
Etherington to resign; Ewen takes NARB post. *27 My/1*
Perilous journey. Editorial. (AA praises the creation of a new NARB/NAD unit to police children's advertising, but advises the industry to heed consumer criticism.) *27 My/14*
Etherington urges 'aggressive' NARB successor. *3 Je/2*
NARB's next chairman? Editorial. (AA urges NARB's slection committee to succeed Ted Etherington with a committed and skillful chairperson.) *3 Je/14*
NARB votes to disclose ad substantiation. *10 Je/2*
John Schneider, pres. of CBS Broadcast Group urges fair trial for children's adv. regulatory system. LMN. *10 Je/63*
How industry lost the ball on children's tv ads. S. Cohen. (A synthesis of interviews with the key personalities involved in kid tv advertising; includes defining the issues, narrating the course of events, and summing up the lessons as the industry participants see them.) *17 Je/3*
Ads must stress safety, first NARB report says. N. Giges. *24 Je/1*
Self regulation comes of age. Editorial. (First NARB guidelines for safety in advertising are successful.) *1 Jl/16*
Product Advertising and consumer safety. (#1 in series of NARB's consultive panel reports). *1 Jl/47*
NARB panel judges Hardee's Food System advertising as misleading. LMN. *1 Jl/55*
NAD sends Remington, Zenith cases to NARB. *15 Jl/86*
NARB rules Carte Blanche comparison ads misleading. *22 Jl/16*
James Parton is named new NARB chairman. *14 O/3*
NARB panel rules Bethlehem coal ad may be misleading. *14 O/72*
NARB's new chairman. Editorial. (James Parton can enhance both his name and the industry's reputation as chief of NARB.) *21 O/16*
NARB checking into new Hardee's spots. *21 O/80*
Public interest lost at NARB? Actions so far prove otherwise. W. Ewen. *11 N/17*
NARB study on women in advertising not ready for publication. LMN. *18 N/217*
Sperry Rand request to NARB to drop probe of Remington shaver advertising rejected. FTR. *23 D/8*

NATIONAL AIRLINES INC.

New National ads spark attacks against 'sexist' airline campaigns. B. Donath. *24 Je/2*
Airline ad flap stirring little official response. *1 Jl/6*
New National 'Fly me' spots partly cleared by NAB unit. *2 S/2*
National near NAB okay for new 'I'm going to fly you' ads. *4 N/2*
National's latest battle — free in-flight drink offer. *11 N/8*

NATIONAL ASSN. FOR BETTER BROADCASTING

NABB monitors two Los Angeles independent tv stations showing unethical programs. LMN. *14 Ja/61*

NATIONAL ASSN. OF BROADCASTERS

White House unit to ask assistance for cable tv growth. J. Revett. *21 Ja/2*
NAB member tv stations must contract new code. LMN. *21 Ja/73*
Shoring up NAB code. Editorial. (AA applauds NAB's mandatory tv code membership regulation.) *11 F/16*
Wiley tells crackdown plan; Wasilewski hits 'intrusions.' M. Christopher. (Report on the NAB convention.) *25 Mr/3*
Showmanship missing. Editorial. (Although the tv industry abounds with material, this year's NAB convention made little use of it.) *1 Ap/20*
'Showmanship'? We need content. S. Bernstein. (SRB differs with a recent AA editorial about the NAB convention). *22 Ap/16*
NAB unit readies kid tv ad guides, studies wine, beer. *6 My/81*
Impasse seen on children's ad code; FCC, FTC may act. *27 My/1*
NAB may ask compromise on premium ads to kids. *17 Je/1*
FCC tie-in seen on NAB kids' ad code. *24 Je/1*
NAB code changes major breakthrough in kiddie tv hassle. J. Revett. *1 Jl/1*
Ad industry readies fight on tv ad ban of premiums. *8 Jl/2*
NAB defends ad pricing in cross-ownership case. *29 Jl/53*
New National 'Fly me' spots partly cleared by NAB unit. *2 S/2*
Nat'l Assn. of Broadcasters will act on request for new commercial time limits for independents. FTR. *9 S/8*
NAB's tv code not enough for tots: Consumers Union. *23 S/112*
See growing pressure to ban wine, beer spots. M. Christopher. 30 S/6
FCC tot tv policy to favor voluntary ad cuts. LMN. *7 O/1*

Review board sets guides on comparisons. (Wine and beer industry, children's adv. and off-track betting.) *7 O/8*
Ideal hoping NAB approval for revamped Daring doll ad. M. Maples. *7 O/89*
Santa gets an X rating from broadcasting code. *28 O/1*
National's latest battle — free in-flight drink offer. *11 N/8*
NAB considers making tv code subscription mandatory for members. FTR. *16 D/8*
National near NAB okay for new 'i'm going to fly you' ads. *4 N/2*
NAB makes tv code subscription mandatory for all members. FTR. *16 D/8*

NATIONAL ASSN. OF FARM BROADCASTERS
Smaller radio stations vie for farm ad dollars. N. Howard. *15 Ap/28*

NATIONAL ASSN. OF FURNITURE MANUFACTURERS
National Assn. of Furniture Manufacturers seeking ban of cigarets burning longer than 10 minutes. Adbeat. *2 D/64*

NATIONAL ASSN. OF HOME BUILDERS
National Assn. uses magazines for advertising. Adbeat. *11 F/70*

NATIONAL ASSN. OF INDEPENDENT TELEVISION PRODUCERS
NAITP files petition for revisions of prime time access rule. FTR. *18 F/8*
Economy, access ruling worry indy tv producers. *25 F/8*

NATIONAL ASSN. OF MUTUAL SAVINGS BANKS
Banks increase ads to stem saver defection, study finds. *11 N/69*

NATIONAL ASSN. OF RECRUITMENT ADVERTISING AGENCIES
Recruitment shop association set. *23 S/54*

NATIONAL ASSN. OF TELEVISION PROGRAM EXECUTIVES
Economy, access ruling worry indy tv producers. *25 F/8*
Agencies move into television programing. H. Bernstein. *18 Mr/42.* Correction: *25 Mr/10.*

NATIONAL AUTOMOBILE DEALERS ASSN.
Ad standards revised for automobile dealers. LMN. *5 Ag/43*

NATIONAL BANKAMERICARD INC.
BankAmericard plans 'More than Money' ads. (Dennis Weaver is spokesman.) *15 Ap/59*
Nat'l BankAmericard forms new marketing division. FTR. *19 Ag/8*

NATIONAL BAKERS SERVICE INC.
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*

NATIONAL BASKETBALL ASSN.
Old Spice NBA tie-in is bid for younger users. *29 Jl/16*

NATIONAL BEER WHOLESALERS' ASSN.
Top brewers expand lead; total sales up 4.7% in '73. (Includes chart of 20 leading brewers' sales 1972-73.) *4 F/16*

NATIONAL BLACK NETWORK
Black wire service bows. *21 O/66*

NATIONAL BROADCASTING CO.
NBC spells out new formal guides for comparative spots. M. Christopher. *28 Ja/1*
NBC opts for candor. Editorial. (NBC's release of guidelines for comparative ad copy should encourage formulation of industry standards by NAB & NARB). *4 F/14*
Number of color tv households increases, NBC reports. Adbeat. *4 Mr/49*
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
NBC Enterprises disappointed in response to "Peter Pan" traveling show with Cathy Rigby. Adbeat. *3 Je/57*
NBC deletion of Carson's remarks not illegal: FCC. *16 S/67*
The 3 major networks asking Justice Dept's antitrust suit be dropped. LMN. *30 S/91*
Women's magazines moving beyond kitchen. (Also, execs from NBC, ABC and CBS speak at AWRT meeting.) *4 N/30*
Court dismisses JD suits against networks. *25 N/56*
JD network suit revival doesn't cheer producers. C. Wingis. *16 D/2*

NBC RADIO
NBC Radio cancels "Super Rock Specials." LMN. *4 N/89*
NBC, Mutual radio nets revise non-affiliate fare. J. Forkan. *11 N/20*
NBC Radio's "Monitor" to be dropped in Feb. FTR. *9 D/8*

NBC-TV
CBS heavily sold into 2nd quarter; NBC hard at work on fall programs. H. Bernstein. *21 Ja/3*
NBC baseball lineup gets five new sponsors for '74. J. Forkan. *11 F/3*
Tv movies cause nets headaches. *25 F/3*
'Case of Rape' pulls record ratings. LMN. *25 F/163*
Fram Corp. and SFM Media buy time on NBC-TV bulletin of Henry Aaron's famed #714 and #715. Adbeat. *25 F/154*
Sexy shows still raise many sponsors' hackles. J. Forkan. *11 Mr/3*
NBC-TV sets summer fare. *11 Mr/6*
NBC is expanding its child-oriented public service ads on nutrition & other subjects. Adbeat. *1 Ap/51*
Promoters already cashing in on Hank's record-breaking 715. *15 Ap/2.* See also LMN p. 54.
Fall ratings battle eyed as networks ready new offerings for kiddie tv. J. Forkan. *15 Ap/2*
NBC-TV in major prime time shuffle. M. Christopher. *22 Ap/1*
Nets pick 31 new tv entries; many will have ethnic flavor. M. Christopher. *29 Ap/2*
Fall network tv buying pace is slow; American Home places $18 million. M. Christopher. *6 My/1*
"Dr. Zhivago" & "Gone With The Wind" tv package sold to NBC-TV by MGM. FTR. *20 My/8*
Reruns again dominate tv summer fare. J. Forkan. *20 My/10*
NBC reports fall sales up; new specials get preview. *27 My/8*
NBC plays the game game. Editorial. (AA questions NBC's leadership role as its execs approve seven consecutive game shows.) *3 Je/14*
NBC in running for 'Godfather' showing. FTR. *17 Je/8*
NBC names Cramer chief of new regional sales test. *24 Je/72*
Prices to go higher for most returning tv shows; a few fall. M. Christopher. *15 Jl/2*
Advertising time for All-star baseball game sold out on NBC. LMN. *22 Jl/75*
Today's' Jim Hartz will take a load off Barbara. *29 Jl/3*
Toyota reportedly a major 'Godfather' sponsor. LMN. *5 Ag/1*
Ads pared for net coverage of resignation; NBC cut all. M. Christopher. *12 Ag/1*
Networks plan variety of specials to introduce new television season. M. Christopher. *12 Ag/3*
CBS to slot NBC reruns in late hours. *2 S/41*
NBC-TV offering "Daytime Holiday Marketing Plan" to sponsors. Adbeat. *2 S/44*
ABC 'Close-up' on workings of tv doesn't get close to major issues. M. Christopher. *9 S/4*
NBC boss raps sponsor pullouts from 'Innocent'. M. Christopher. *16 S/1*
Tv specials attract fresh sponsors. J. Forkan. *16 S/3*
More sponsor pullouts; four drop 'Sex Symbol.' M. Christopher. *23 S/2*
Networks say sportscasters are now settled in — finally. *23 S/114*
Nets mulling remedies for ailing new fall programs. M. Christopher. *30 S/2*
American Honda spending more in '75 for tv adv. on NBC or CBS. FTR. *30 S/8*
ABC Friday lineup revamp expected as ratings flounder. M. Christopher. *7 O/2*
Despite wave of tv sponsor pullouts, adult fare to continue, ad execs say. M. Christopher. *7 O/4*
New magazine specials on late nite NBC. Adbeat. *7 O/94*
Nets scramble to replace dying prime time fare. M. Christopher. *14 O/2*
Suit filed against NBC-TV over incident patterned after movie "Born Innocent." FTR. *14 O/8*
NBC-TV names sponsors for 'The Law'. FTR. *14 O/8*
Controversial tv programming an obligation: NBC's chief. *21 O/8*
Nets picking combatants for January ratings trials. M. Christopher. *21 O/99*
CBS leads in daytime Nielsens. LMN. *21 O/99*
Pierce gets job of taking ABC out of ratings hole. M. Christopher. *28 O/72*
Tv audience growth: It's in fringes, says NBC. J. Forkan. *4 N/3*

Freshmen shows star in Nielsen demographics. M. Christopher. *4 N/4*
'Poseidon' gives ABC-TV best week of new season. M. Christopher. *4 N/93*
ABC eyes female audiences as strong market for sports fare. J. Forkan. *11 N/3*
Tv rating hypos can be plus, some buyers say. M. Christopher. *11 N/73*
FCC member raps 'brutal' tv programing. *11 N/75*
'Jeffersons' may carry top price tag. *18 N/2*
'Godfather' jolts Nielsens; NBC ratings climb. J. Forkan. *25 N/2*
Tv violence eyed as networks meet at FCC. *25 N/16*
NBC revamps daytime schedule. Adbeat. *25 N/56*
New Cher series sparks more mid-season shifts. J. Forkan. *2 D/74*
Spinoff rating successes seen perpetuating trend. J. Forkan. *9 D/2*
Ad rates for children's tv programs may rise as time limits are cut back. M. Christopher. *23 D/3*
NBC-TV's Super Bowl IX telecast sold to 17. LMN. *30 D/1*

NATIONAL CABLE TELEVISION ASSN.
FCC to simplify cable rules. *29 Ap/76*
NCTA asks FCC to take fairness doctrine action against WCBS-TV. FTR. *13 My/8*
Cable tv rates lure retailers. *30 S/24*

NATIONAL CANCER ADVISORY BOARD
Pres. Ford asks for review of gov't imposed cigaret regulation. LMN. *21 O/99*
Pres. Ford asks for evidence before recommending cigaret ad bans. FTR. *28 O/8*

NATIONAL CAR RENTAL SYSTEM
National Car Rental gets Rickles barbs — in tv spots. *25 F/12.* See also *11 F/65,* LMN, *26 Ag/206,* Adbeat..
National Car Rental System and Hilton Hotels offering joint mini-vacation. FTR. *27 My/8*

NATIONAL CITIZENS COMMITTEE FOR FAIRNESS TO THE PRESIDENCY
Boycott newscast sponsors, asks pro-Nixon group's ad. *7 Ja/53*
New pro-Nixon unit avoids Fairness group ties. *25 Mr/2*

NATIONAL COAL BOARD
Shortages, wage disputes threaten U.K. ad drive. *11 N/65*

NATIONAL COMMISSION ON THE ECONOMY
New U.S. unit would study ad policies. *8 Jl/62*

NATIONAL COMMISSION ON EGG NUTRITION
FTC seeks court injunction to stop egg cholesterol ads. *5 Ag/43.* See also *26 Ag/8,* FTR.
Cholesterol ads defended by egg group. *12 Ag/8*
Parsons promises egg ruling in October. *16 S/72*

NATIONAL DISTILLERS & CHEMICAL CORP.
National Distillers signs Vat 69 & Vat 69 Gold Scotches to Y&R. FTR. *10 Je/8*
National Distillers unit adds brand duties. LMN. *26 Ag/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/159*
Distiller cuts ads as papers cut discounts. *7 O/100*
National Distillers; Holland House adds two to dry cocktail line & introduces new liquid mix. Adbeat. *21 O/95*
National Distillers invents cartoon figure liquor warning. Adbeat. *4 N/85*
Soviets irked at vodka ads. *28 O/10*

'NATIONAL ENQUIRER'
New tabloid 'National Star' bows Feb. 5. *4 F/8*
RAB, 'Enquirer' use Three Sigma services. *11 Mr/52*
Halperin named ad director at 'National Enquirer.' LMN. *10 Je/63*
'National Enquirer' not confirming or denying Richard K. Manoff as new agency. LMN. *17 Je/123*
'National Enquirer' boosts issue price. FTR. *16 S/8*
'NE' ranks second in newsstand circulation. *14 O/68*

NATIONAL FEDERATION OF ADVERTISING AGENCIES
Stress company, not product in ads, NFAA meeting told. *30 S/92*

NATIONAL FOOTBALL LEAGUE
TVS sees $5 million in new pro football pact. J. Forkan. *25 F/3*
New football league's tv package one-third sold. J. Forkan. *29 Ap/4*
No tv ad defections yet as strike imperils NFL. *12 Ag/57*
CBS' Rhoda, Maude block ABC's NFL Monday rush. J. Forkan. *28 O/1*

NATINAL GAY TASK FORCE
Despite wave of tv sponsor pullouts, adult fare to continue, ad execs say. M. Christopher. *7 O/4*
ABC replaces sponsors for child molestation drama. LMN. *7 O/99*

NATIONAL HIGHWAY SAFETY ADMINISTRATION
Grey keeps safety ads; budget down $100,000. *6 My/77*

NATIONAL HOME FURNISHINGS ASSN.
Home furnishings industry sets voluntary ad guidelines. *8 Jl/62*
NHFA received one complaint at review board set up to correct misleading ads in the industry. Adbeat. *26 Ag/206*

NATIONAL HOUSEWARES MANUFACTURERS ASSN.
Housewares study lists public's view on responsiveness. *8 Jl/49*
'Professional' hair dryer will be major Yule item. T. Rowan. *22 Jl/4*

NATIONAL IMPACT DISTRIBUTION CORP.
Compusamp sets sampling unit. *28 Ja/34.* See also LMN p.1.
Carriers obviate many woes for Mid-America ad mailers. *18 Mr/56*

NATIONAL INDUSTRIAL CONFERENCE BOARD
Marketing must parallel company goals: Patton. *28 O/64*

NATIONAL INSTITUTE ON ALCOHOL ABUSE & ALCOHOLISM
HEW probes press story on NIAAA-Grey meeting. *4 N/8*

'NATIONAL LAMPOON'
'National Lampoon' wins appeal upholding exclusivity of 'Lampoon' name. FTR. *13 My/8*
Harvard sets 'SI' lampoon for October. *13 My/32*

NATIONAL NEWS COUNCIL
National New Council reports only 2 complaints against news reporting involve advertisers. FTR. *6 My/8*

'NATIONAL OBSERVER'
'WSJ,' 'Observer' trim page sizes. *4 F/10*

NATIONAL ORDER SYSTEMS INC.
Blair sets book unit. *17 Je/124*
National Order uses phone idea for records, tapes. *14 O/72*

NATIONAL ORGANIZATION FOR THE REFORM OF MARIJUANA LAWS (NORML)
'Newsweek', 'Time' shun bid for pot ad. *17 Je/8*

NATIONAL ORGANIZATION FOR WOMEN
Toy execs see unisex trend; cite 'action dolls' for boys. J. Forkan. (Activists and mothers picketed the American Toy Fair protesting 'sexist' and 'militarist' toys.) *25 F/1*
'Move our tail' ads work: Continental. *10 Je/16*
New National ads spark attacks aNew National ads spark attacks against 'sexist' airline campaigns. B. Donath. *24 Je/2*
Casualties of casualness? Editorial. (Readjustments in advertising directed toward working women, liberated women and unliberated women could lead to better product acceptance.) *5 Ag/14*
NOW visits workshops to attack 'sexist' ads. *5 Ag/39*
Heublein brand, airline ads top NOW booby prize list. *2 S/41*
Stewardess group sets counter to 'sexist' ads. *23 S/62*
National near NAB okay for new 'I'm going to fly you' ads. *4 N/2*

NATIONAL PET FOOD CORP.
Skippy dog food sets N.Y. launch; Laddie Boy gets tv. *12 Ag/24*

NATIONAL PORK PRODUCERS COUNCIL
NPPC picks Bruce B. Brewer Adv. LMN. *29 Ap/75*

NATIONAL PREMIUM SALES EXECUTIVES INC.
Stage is set for premium ad ban battle. *17 Je/124*
NPSE labels premium ban as 'excessive.' *12 Ag/61*
Appealing to nostalgia. *14 O/49*
Need documentation on kids' premium issue researcher tells meet. N. Green. *28 O/3*

NATIONAL PREMIUM SHOW
Bicentennial, WIN items highlight premium show. *28 O/8*

NATIONAL RAILROAD PASSENGER ASSN.
Nat'l Railroad Passenger Assn. decides on agency for Amtrak. FTR. *28 O/8*
Amtrak delays agency selection. FTR. *30 D/12*

NATIONAL RESEARCH INSTITUTE
Radio researcher established in Dallas. *19 Ag/38*

NATIONAL RESTAURANT ASSN.
Krystal takes top award. *17 Je/84*

NATIONAL RETAIL HARDWARE ASSN.
'How To' debut set. *8 Ap/62*
Few discounts for cash seen despite ruling. *22 Ap/2*

Retailers question worth of Bicentennial tie-ins. L. Baltera. *27 My/10*
Bloomingdale's set to enter tv. *7 O/79*
NATIONAL ROOFING CONTRACTORS ASSN.
'Roofing Spec' expands. *22 Ap/40*
NATIONAL SAFETY COUNCIL
National Safety Council picks Hurvis for effort. *11 F/70*
Survey seeks 'unsafe' ads. *25 F/164*
New Safety Council campaign promotes individual safety. *6 My/81*
NATIONAL SEMICONDUCTOR CORP.
Nat'l Semiconductor breaks first consumer campaign for calculators, and Dec. set for launch of electric digital watch effort. LMN. *30 S/91*
Semiconductor sets calculator ads. *7 O/55*
NATIONAL SPORTING GOODS ASSN.
Sporting goods market growth seen. T. Rowan. *18 F/2*
'NATIONAL STAR'
New tabloid 'National Star' bows Feb. 5. (Also, latest developments with 'National Enquirer'.) *4 F/8*
'National Star' going national. Adbeat. *29 Ap/72*
Choate backs off a little on Nazi propaganda statement. (Clarification of Choat's remarks made in 'National Star'.) *3 Je/62*
'NE' ranks second in newsstand circulation. *14 O/68*
'National Star' raising issue price. Adbeat. *14 O/116*
NATIONAL STUDENT MARKETING CORP.
Ex-NSMC execs indicted in stock fraud case. *4 F/45*
Mullen, others indicted in NSM fraud case. *23 D/11*
NATIONAL TEA CO.
For 2¢, customers can bring own bag to National Stores. *18 F/71*
National tells buyers: Avod costly sugar, try artificials. *28 O/2*
NATIONAL TEXTBOOK CO.
'Chicagoan' is purchased by Pritzker firm. *29 Ap/75*
NATIONAL UNION ELECTRIC CORP.
National Union Electric Corp. mounts trade ad campaign for air conditioners. Adbeat. *25 N/56*
NATIONAL URBAN LEAGUE
Urban League denies ties to 2 Cal. books. *25 Mr/112*
NATIONAL WILDLIFE FEDERATION
7-Eleven begins promotion to establish home for eagles. *19 Ag/23*
'NATION'S BUSINESS
"Great Moments and Great Men of American Business" series is basis for tv spots. Adbeat. *3 Je/57*
Armco ad selected best. *8 Jl/51*
NATIONWIDE COMMUNICATIONS
Nationwide buys WFFM. *21 Ja/12*
NATURAL FOODS
Kretschmer adds flavors. *14 Ja/64*
Pet tests "natural" pourable dressings. LMN. *21 Ja/73*
Kellogg rolls out Country Morning; other 'naturals' gear up for moves. L. Edwards. *4 Mr/3*
Pet launches first corn natural cereal. *18 Mr/12*
General Mills rolls out new Nature Valley entry. LMN. *17 Je/123*
Pet in test with Heartland natural syrup. LMN. *24 Je/1*
Nabisco, Pet test new hot natural cereals. L. Edwards. *14 O/2*
'Lazy' bees slow effort to sting sugar. *18 N/1*
New Multifoods ads tout wheat germ as a cereal. L. Edwards. *9 D/10*
NATURAL RESOURCES
Shortages, wage disputes threaten U.K. ad drive. *11 N/65*
We'll see fewer new products in 1975 — culprit is shortage of capital, resources. E. B. Weiss. (First of 2 parts.) *2 D/35*
The new era of shortages complicates marketing. E. B. Weiss. (Last of 2 parts.) *16 D/56*
NEBRASKA TELEVISION NETWORK
Tv stations renamed. *17 Je/78*
NEEDHAM, HARPER & STEERS ADVERTISING INC.
NH&S forecasts media costs to 1980. *11 F/22*
NH&S '73 billings up. *25 Mr/106*
NH&S Canada mulls more local ownership. *29 Ap/62*. See also *22 Ap/81*, LMN.
Needham, Harper sees year as 'flat.' *29 Ap/68*
K-C adds Burnett, Kelly; Burnett resigns ADA. (NH&S loses Kimberly-Clark accounts.) *24 Je/2*
U.S. Postal Service account open for agency competition. FTR. *1 Jl/8*
Searle firms Equa plans; names NH&S to study ad plans for o-t-c items. *12 Ag/3*
Grey posts profit gain, Needham, FC&B down. *12 Ag/61*
Psychologist joins NH&S. *23 S/48*
NH&S in competition for USPS account. LMN. *23 S/111*
NH&S report decline in third-quarter income. FTR. *18 N/8*
Honda moves CVVC to NH&S. LMN. *11 N/73*
Carras names Ashby; Int'l Needham to handle. *16 D/67*
Needham moving to repurchase outstanding shares. LMN. *30 D/1*
NEFF, DICK (author)
Is Neff kidding, or are these weird 'new products' for real? *14 Ja/38*
Chitlings from a man roast . . . *11 Mr/44*
Neff threatens to become publisher — unveils juicy cover blurb ideas. *15 Ap/41*
Get rich and/or smell like a rose. (Neff claims the country's gone smell crazy and lists some of his own odor-related new product ideas.) *24 Je/46*
How to pick up girls — that is, if you're Robert Redford. *29 Jl/44*
An exercise in nostalgia — do you have ankle odor? Ono? *2 S/33*
Gramm's Idea Marketplace turns Neff on — uncontrollably. *25 N/36*
NEILSON, WILLIAM LTD.
Wm. Neilson, Canada, marketing new candy bar. Adbeat. *23 S/107*
NEIMAN-MARCUS CO.
Neiman-Marcus ads recall retailer's agency history. *9 S/26*
NELSON, ALAN R. RESEARCH
Granatelli hits anti-Andy score; offers his own poll. *15 Ap/8*
Tv sports scores high on attentiveness: Study. *11 N/64*
NESTLE CO.
Costs imperil 15¢ bar as candy makers wonder: Is chocolate obsolete? *8 Ap/3*
Nestle names McCann-Erickson in London. LMN. *15 Ap/59*
Taster's Choice is freeze-dried leader in decaffeinated. *27 My/16*
Hershey slashes ad budget to fight soaring costs. N. Giges. *12 Ag/2*
Top 100 national advertisers 1973 marketing report. *26 Ag/160*
Nestle rolls out Flair. (Canned fruit dessert.) *16 S/24*
Hershey, Nestle battle rising costs — each in their own way. *16 S/50*
Nestle promoting chocolate & butterscotch morsels. Adbeat. *16 S/92*
Nestle waits as others battle GF int'l coffees. *16 D/82*
Hershey, Nestle launch chocolate-flavored chips. *23 D/25*
Water marketing bubbles in Brazil. *30 D/4*
'NEW CHINA'
'New China' designed to fill knowledge gap. *21 O/72*
NEW ENGLAND FISH CO.
Nefco going consumer with Ship Ahoy frozen fish line. (Also, Nefco launches ad effort for Kitty cat food.) *14 O/8*
NEW ENGLAND GROUP
Adhaus & Collaborative, Main agencies, merge. FTR. *22 Ap/8*
NEW ENGLAND NETWORK
'Good Morning' proves success for eastern net. *18 N/208*
NEW PRODUCT INSIGHTS
Insights shop names Banks vp; adds clients. *18 F/68*
'NEW REPUBLIC'
'New Republic' sold to Martin Peretz, FTR. *18 Mr/8*
'New Republic' offers special 60th anniversary advertising package. Adbeat. *11 N/67*
NEW YORK AIRWAYS
CAB okay given to Carl Ally for NYA board post. *13 My/58*
NEW YORK ART DIRECTORS CLUB
Chitlings from a man roast . . . D. Neff. *11 Mr/44*
NY Art Directors Club sponsors jazz concerts. Adbeat. *11 Mr/53*
Agency presentations often are ego trips, art group told. *22 Ap/40*
Carl Ally, Y&R, DDB top One Show winners. *10 Je/2*
NY Art Directors Club sponsors undergrad ad design course. Adbeat. *29 Jl/46*
NEW YORK BANK FOR SAVINGS
NY Bank for Savings suspends new "payment order" ad campaign. LMN. *3 Je/61*
NEW YORK BRANCH INC.
Paccione sets creative units, N.Y. branch. *28 Ja/34*. See also *14 Ja/1*, LMN.

NEW YORK CITY
N.Y. savings banks offer check account variation. *17 Je/94*
N.Y. blast takes toll of many ad-related shops. T. Allen. *29 Ap/3.* See also FTR p. 8. Correction: *6 My/78.*
Ziff-Davis to offer N.Y. metro buys for 8 buff books. *26 Ag/205*
Agencies for N.Y. governor's races tread narrow post-Watergate path. B. Donath. *26 Ag/214*
Whopper vs McCoy's: Midtown Manhattan as a marketing microcosm. J. O'Connor. *7 O/17*
UPS strike may crimp N.Y. Yule sales. L. Baltera. *28 O/24*
NEW YORK COPY CLUB
Carl Ally, Y&R, DDB top One Show winners. *10 Je/2*
NEW YORK MAGAZINE CO.
'New York' revenues rise. *27 My/63*
N.Y. Magazine Co. buys 'Village Voice.' *10 Je/8*
'Voice' taking initial steps to move beyond New York. *16 S/76*
'Voice' minority holders file suit. *23 S/115*
'New York' revenues up 50% in nine months. *2 D/30*
NEW YORK NEWS, INC.
NY Times supports the NY News in printers strike. FTR. *6 My/8*
'N.Y. News' prints all but ad pages via automated method. *13 My/93*
News, Times & Post continue talks with printers union. FTR. *20 My/8*
'News' raises newsstand price. FTR. *10 Je/8*
NYC papers begin moving to automation. *10 Je/59*
Daily News joins other NY papers in raising newsstand prices. FTR. *10 Je/8*
'NEW YORK POST' CORP.
News, Times & Post continue talks with printers union. FTR. *20 My/8*
'Post' raises newsstand price. FTR. *10 Je/8*
NYC papers begin moving to automation. *10 Je/59*
'N.Y. Post' signs print union pact. *26 Ag/207*
'NEW YORK PRESS'
Automated 'New York Press' ready for January debut. *10 Je/8*
Blatt joins Orr at 'New York Press.' *12 Ag/8*
Wall Street's hours change may hurt new 'N.Y. Press.' J. Forkan. *7 O/2*
Grey sets two-part drive for 'Press' spring debut. J. Forkan. *18 N/10.* See also *4 N/89,* LMN.
John Shaheen files suit against three companies for defamation of credit information against 'New York Press'. FTR. *25 N/8.* See also *16 D/77,* LMN.
'New York Press' uses multi-color presses for non-pm editions. FTR. *16 D/8*
NEW YORK SOCIETY OF SECURITY ANALYSTS
GF revamp strategy: Growth through efficiency. *3 Je/1*
Dr Pepper is 'most original' drink, ads say. N. Giges. *21 O/8*
NEW YORK STATE
Commerce dept. of NY urges Ontario business' to buy supplies from NY state. FTR. *11 N/8*
NEW YORK STATE BANKING ASSN.
N.Y. bank group moving to block check account bid. *24 Je/62*
NEW YORK STATE FOOD MERCHANTS ASSOCIATION
NY Food Merchants Ass'n. jubilant over repeal of 7% state shipping tax. Adbeat. *27 My/60*
NEW YORK STATE RACING & WAGERING BOARD
NY State Lottery to WRG. FTR. *18 Mr/8*
NEW YORK STOCK EXCHANGE
NYSE sets $1,500,000 tv, print campaign. *25 Mr/108*
Fee changes will prompt more broker ads. T. Allen. *16 D/4*
NEW YORK TELEPHONE CO.
New York's Dial-A-Joke draws over 3 million calls. *20 My/104*
NEW YORK THRUWAY AUTHORITY
NY Thruway Authority breaks advertising on toll tickets [illegible]eat. *30 D/32*
NEW YORK TIMES CO.
NY Times supports the NY News in printers strike. FTR. *6 My/8*
News, Times & Post continue talks with printers union. FTR. *20 My/8*
NYC papers begin moving to automation. *10 Je/59*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*
'Times' raises newsstand price. FTR. *2 S/8.* See also *10 Je/8,* FTR.
NY Times promoting book review section as independent magazine. LMN. *9 S/85*
'Golf Digest' & 'Tennis' offering 10% discounts. Adbeat. *16 S/92*
'N.Y. Times' struggles to revive ad power and glory. F. Danzig. *23 S/1*
N.Y. Times Co. sales up for nine months. *4 N/74*
NEW YORK TYPOGRAPHICAL UNION NO. 6
'N.Y. Post' signs print union pact. *26 Ag/207*
'NEW YORK WOMAN'
'N.Y. Woman' hits the street in September. B. Donath. *22 Jl/76*
Skin book import to bow with free ad space offer. B. Donath. *16 S/48*
'N.Y. Woman' ceases publication. LMN. *11 N/73*
'N.Y. Woman' goes under; Godfrey ready to try again. *25 N/44*
NEWHOUSE BROADCASTING CORP.
Justice Dept. seeks breakup of newspaper-owned stations. S. Cohen. *7 Ja/1*
NEWS MEDIA
See MEDIA
'NEWSDAY
'Newsday' buys computers from Atex Inc. Adbeat. *18 N/202*
NEWSPAPER ADVERTISING BUREAU
NAB reports food retailers boosting ad spending in 1974. Adbeat. *4 F/53*
1973 newspaper ad revenues reported by NAB. Adbeat. *4 Mr/49*
Newspaper Advertising Bureau releases study on movie-going newspaper readers. Adbeat. *18 Mr/73*
Study made on drinking patterns. Adbeat. *25 Mr/103*
Wine more heavily advertised alcoholic beverage, says NAB report. Adbeat. *25 Mr/103*
Researchers find crises change buying patterns. J. Forkan. *8 Ap/54*
Newspaper group details ad goals; shortages may put kink in forecast. J. Forkan. *29 Ap/3*
Tv, newspaper bureaus wooing retailers' co-op. *29 Ap/80*
Dailies' ad revenue up for Jan.-Feb. '74. Adbeat. *13 My/89*
Retailers question worth of Bicentennial tie-ins. L. Baltera. *27 My/10*
NAB reports national advertisers usage of coupons up in 1973. Adbeat. *27 My/60*
NAB reports furniture buyers influenced by newspaper ads. Adbeat. *3 Je/57*
NAB reports daily newspapers' ad revenues up 1st quarter. Adbeat. *10 Je/66*
Newspaper Ad Bureau reveals book buying study. Adbeat. *15 Jl/87*
NAB releases survey on transportation for vacation trips. Adbeat. *22 Jl/71*
Jan. thru June newspaper ad revenues reported. FTR. *26 Ag/8*
Newspaper preprints rose in number, for 1973. Adbeat. *30 S/87*
Advertised prices in dailies rose, research shows. *7 O/55*
Jan. thru July newspaper ad revenues reported. Adbeat. *14 O/116*
Jan. thru Aug. newspaper ad revenues reported. Adbeat. *21 O/95*
Dailies' revenues up, newspaper bureau says. *18 N/20*
Christmas sales increases expected, NAB reports. Adbeat. *18 N/202*
Auto makers, others, back 'buy' drives. *25 N/53*
NAB reports frequency of comic strips. Adbeat. *25 N/56*
NEWSPAPER DISTRIBUTION AGENCIES
Carriers obviate many woes for Mid-America ad mailers. *18 Mr/56*
NEWSPAPER OWNERSHIP
See MEDIA — CROSS-OWNERSHIP
NEWSPAPER SUPPLEMENTS
'Parade' revenues up. Adbeat. *21 Ja/58*
McGraw testing money newspaper supplement. S. Feldman. *4 F/1*
'Your Time' set for fall debut in 400 newspapers. *25 F/164*
'Drive.' set to bow in Sunday newspapers. *11 Mr/54*
'Family Weekly' grows. *15 Ap/50*
'Family Weekly' reports increase in ad revenue & circ. dollars. Adbeat. *29 Ap/72*
'Shopper's Voice' insert begins circulation with newspapers in 85 markets. Adbeat. *6 My/78*
'Venture,' two supplements to bow in fall. B. Donath. *3 Je/6*
'Sunday Driver' set for September debut. *17 Je/71*
'Family Weekly' rates up. *24 Je/54*

'Parade' ad pages and revenues up for first half. *29 Jl/28*
'Parade' offers record number of coupons. Adbeat. *29 Jl/46*
'Family Weekly' adds six newspapers. *23 S/100*
National retailers grow, lean on newspaper ads. L. Goodman. *30 S/28*
'Weekend Kickoff' supplement launched in Chicago, Cincinnati and Washington. Adbeat. *21 O/95*
'Weekend Kickoff' suspends publication. LMN. *18 N/217*
'Drive' delays debut until 1975 first quarter. *2 D/4*

NEWSPAPERS

Newspapers show 0.4% circulation increase in 1973. *14 Ja/22*
INAE hears food exec give encouraging news: 'We're back on ad track'. V. Adams. *4 F/3*
Audit Bureau of Circulation plans readership and demographic data for dailies. FTR. *18 F/8*
'73 newspaper ad revenues rose. Adbeat. *4 Mr/49*
Financial ads contributed nearly $183 million to '73 newspaper ad revenues. Adbeat. *4 Mr/49*
Media men's verdict on '74 1st quarter: Upbeat. AA Roundup. *18 Mr/4*
Newspapers surveyed say they hardly have any complaints about ads. LMN. *25 Mr/115*
Newspapers can lure more national advertisers with more flexible rates. W. Staab. *1 Ap/36*
Newspaper ad revenues rise. Adbeat. *8 Ap/61*
Dailies' ad revenue up for Jan.-Feb. '74. Adbeat. *13 My/89*
INPA group hears call for new 'concept.' N. Howard. *27 My/2*
National Advertising Expenditures in Newspapers for 1973. (Tabulations for brands of those companies which spent $10,000 or more for national newspaper space in 1973.) *3 Je/37*
NAB reports daily newspapers' ad revenues up 1st quarter. Adbeat. *10 Je/66*
Victoria dailies and Guild settle six month strike. *17 Je/62*
West Coast papers take top honors in suburban contest. *17 Je/72*
High Court rulings weaken advertisers' access demands. *1 Jl/3*
Power of a full newspaper page — is it gone for good? W. Tyler. *1 Jl/42*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
Media Development Corp. predicts 20¢ daily price will hurt circulation. Adbeat. *29 Jl/46*
Newspapers two-rate policy, mass appeal need revamp. *29 Jl/49*
Sales battle brewing at checkout; publications ready strong fall efforts. B. Donath. *26 Ag/3*
NAB reports daily newspapers' ad volume rose in first half. FTR. *26 Ag/8*
National retailers grow, lean on newspaper ads. L. Goodman. *30 S/28*
Radio digs in to sell to retailers. V. Cremona. *30 S/39*
Retail direct mail is only tip of direct marketing iceberg. R. DeLay. *30 S/65*
Newspaper reprints rose in '73. Adbeat. *30 S/87*
Advertised prices in dailies rose, research shows. *7 O/55*
Distiller cut ads as papers cut discounts. *7 O/100*
Newspaper ad council set by Canada NAEA. *14 O/76*
Jan.-July newspaper ad revenues up. Adbeat. *14 O/116*
Daily newspapers ad revenues, 1st 8 months. Adbeat. *21 O/95*
Israeli admen study other media as dailies hike rates. *4 N/67*
Dailies' revenues up, newspaper bureau says. *18 N/20*
Newspapers will continue as healthiest medium: Analyst. *25 N/54*
Dailies' strike in Cleveland takes ad toll. *2 D/8*
Snow halts Detroit presses; two dailies gagged by storm. *9 D/73*
Newspapers enjoy prosperous outlook. Adbeat. *23 D/23*
Newspapers may sue FCC over cross-ownership rule. J. Revett. *30 D/3*

NEWSPAPERS — NEW

'Atlanta Journal-Constitution' weekly travel section. *14 O/80*
'Electronics Retailing,' United Technical Publications Inc., Garden City, NY. *14 O/23*
'Hollywood Daily News,' David Dawdy, publ., Hollywood. *7 O/8*
'National Star,' World News Corp., NYC. *4 F/8*
'New York Press,' John Olson, publ., NYC. *10 Je/8*
'Newsprint,' Southam Press, Toronto, Canada. *2 D/58*
'The Prince George's Journal,' Army Times Publishing Co., Washington, D.C. *16 D/30*
'The Valley Advocate,' Edward Matys and Geoffrey Robinson, publishers, Hartford, Conn. *24 N/14*

NEWSPRINT

See PAPER & PULB
PAPER SHORTAGES

NEWSWEEK, INC.

'Life' plans monthly run for next year. *7 Ja/8*
'Newsweek' postpones ad rate hike. LMN. *14 Ja/61*
See also *6 My/81*, LMN. Correction to *6 My/81: 13 My/93*
'Newsweek' reports revenues. *18 F/68*
'Executive Newsweek' set. FTR. *22 Ap/8*
'Newsweek' exec edition goes after 'Time B.' B. Donath. *29 Ap/6*
'Newsweek' raises newsstand & sub rates. Adbeat. *6 My/78*
'Newsweek' increases circ. & page rates. LMN. *6 My/81.* Correction: *13 My/93.*
'Newsweek', 'Time' shun bid for pot ad. *17 Je/8*
'Newsweek' raises cover price. FTR. *15 Jl/8*
Nixon resignation boosted single-copy sales of 'Newsweek.' Adbeat. *9 S/88*
Nixon pardon triggers hasty magazine cover revamps. *16 S/4*
'Newsweek' raises ad rates. FTR. *14 O/8*
'Newsweek Int'l' rates will increase in 1975. *4 N/24*
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3*

NEY, EDWARD N.

Greet foreign ad expertise as new resource, says Ney. *13 My/27*

NICHOLS, CARL W.

Account men 'unique blend' says Nichols. *21 O/72*

NIELSEN, A. C., CO.

Demo data show Archie big hit with most groups. M. Christopher. (Includes chart of top occupation, income, education ratings for continuing network tv nighttime series.) *4 F/3*
Nielsen polls households reacting to energy crisis. Adbeat. *4 F/53*
Young adults return to tv: Is fuel crisis the culprit? M. Christopher. *18 F/2*
Mets viewers low income? WOR/Nielsen study says no. *13 My/74*
Flagging facet added to Nielsen? ARB struggle. *24 Je/74*
A. C. Nielsen's audience tv sample not on schedule. Adbeat. *8 Jl/60*
Research top ten; Who they are and what they do. J. Honomichl. *15 Jl/24*
Couponing on the rise; '74 investments seen topping half-billion mark. L. Haugh. *19 Ag/3*
ANA finds mothers are split on effect of tv commercials. *9 S/2*
Freshmen shows star in Nielsen demographics. (See p. 80 for chart on deomographic leaders for 1974-75 network tv season.) *4 N/4*
Tv rating hypos can be a plus, some buyers say. M. Christopher. *11 N/73*

NIGUT, WILLIAM C.

Super stores 'gas guzzlers' of food field, Nigut warns. *6 My/62*

NILES, FRED A., COMMUNICATIONS CENTERS

Niles' L&M film wins top award at festival. *3 Je/54*

NISSAN MOTOR CORP.

Datsun adds campus thrust to drive, sets $1,800,000 spring campaign. H. Bernstein. (Nissan Motor Corp. launches 'America' magazine.) *1 Ap/3*
Datsun spends — $7 million supports YMCA promotion. *17 Je/124.* See also *10 Je/63*, LMN.
Top 100 national advertisers 1973 marketing report. *26 Ag/161.*
Nissan, Mazda pick new ad execs. *9 S/90*
Datsun readies ads citing 39 mpg EPA findings. LMN. *23 S/1*
Car, tire performance claim not typical, makers tell FTC. *18 N/4*

NIXON ADMINISTRATION

Boycott newscast sponsors, asks pro-Nixon group's ad. *7 Ja/53*
Nixon gives impetus to ad disclosure. *28 Ja/1*
Mail list users calm in face of Nixon's plan for privacy bill. *4 Mr/2*
Nixon owes Gnam agency for gas pains. *4 Mr/10.* See also *8 Ap/61*, Adbeat.
New pro-Nixon unit avoids Fairness group ties. *25 Mr/2*
Wiley tells crackdown plan; Wasilewski hits 'intrusions.' M. Christopher. (Report on the NAB convention.) *25 Mr/3*
Ad people mirror vox populi on Nixon and Watergate. *8 Ap/10*

Threat of ad loss made by Colson, Stanton charges. *6 My/6*
Publishers rush tape books, hope sales go like (deletion). *13 My/98*
ACLU seeks action on CTA car card refusal complaint. ('Impeach Nixon' car cards.) *20 My/107*
Paley calls for elimination of fairness doctrine. *10 Je/54*
Goodman calls for court action, laws to protect media. *17 Je/84*
Ads part of cutback call? (Nixon's address on economy.) *29 Jl/54*
Admen can stress price to help curb inflation, Stein says. AA Roundup. *5 Ag/1*
Pres. Nixon once suggested farmers promote milk as a sedative. Adbeat. *5 Ag/39*
Networks face problem airing Nixon tapes. *9 D/8*
See also PRESIDENTIAL RESIGNATION

NO-CAL CORP.
No-Cal drops calorie pitch; ads will stress taste, variety. *13 My/3*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*

NO-NONSENSE FASHIONS
See KAYSER-ROTH CORP.

NO SOAP RADIO
Ingram joins No Soap. *22 Ap/22*

NORCLIFF LABS
Norcliff Labs distributing nationally Brace denture adhesive. LMN. *19 Ag/51*

NORMAN, CRAIG & KUMMEL INC.
Laming leaves BBDO Ltd. to head NC&K in London. *14 Ja/64*
NCK foreign units blossom; billings rise $6 million. *27 My/64*
Laming turns tide for NCK London shop. *19 Ag/38*
Norman, Craig & Kummel plans merger with London agency. FTR. *25 N/8*

NORSWORTHY, MERCER & KERSS
Southland picks Norsworthy agency. LMN. *1 Ap/55*

NORTH AMERICAN PHILIPS CORP.
Competitors hail NARB for Schick shaver ruling. *7 Ja/1*
Norelco push set. *18 Mr/70*
Norelco anti-wet shave effort doesn't faze blade makers. J. O'Connor. *27 My/32*
Curling irons are back; big Yule push planned. L. Baltera. *3 Je/18*
Philips, bids for Magnavox; Mobil, Loews make progress. *2 S/6*
Magnavox withdraws objection to North American Philips' offer of stock purchase. FTR. *9 S/8*
MCA/Philips video system for in-home tv due next fall. J. Forkan. *7 O/1*
Philips Business Systems launches ad campaign for Norelco dictating equipment. FTR. *2 D/8*
Tv makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*
North American Philips runs electric shaver commercials on sports shows. LMN. *23 D/25*

NORTH AMERICAN PUBLISHING CO.
'President's Business' sets April launch. *7 Ja/16*
Pinover books sold. *25 Mr/120*
Publisher reports merged trade books exceed forecast. *4 N/90*

NORTH AMERICAN SOCCER LEAGUE
Stay tuned, sports fans, CBS may air pro soccer. *2 S/25*

NORTH AMERICAN SYSTEMS
Drip coffeemaker sales spur filter pack drives. *25 N/8*

NORTH TEXAS BROADCASTING CORP.
FCC approves sales of Carter radio, tv units. *3 Je/12*

NORTHRUP KING & CO.
Packet of tomato seed offered by 'Family Circle' found to contain marijuana seeds. Abeat. *27 My/60*

NORTHWEST ORIENT AIRLINES
Northwest keeps its basic ad plan. *18 F/6*

NORWAY
Norway sardines humor ads return to boost sales. *29 Jl/54*

NOSTALGIA
Airtemp revives radio hits. *4 Mr/4*
Gatsby movie attracts panoply of tie-in efforts. J. Forkan. *18 Mr/2*
Miles moving toward funny ads. LMN. *18 Mr/77*
Piel Bros. radio campaign will use impersonations of Edward G. Robinson, W. C. Fields and others. Adbeat. *1 Ap/51*
Trains need image revamp, group hears. *29 Ap/79*
Nostalgia still in vogue among premium users. L. Haugh. *8 Jl/65*
Close shave, but Stirling Getchell charms Colgate with 'small bubble lather.' T. Adams. *22 Jl/51*
Marketers jump on nostalgia bandwagon in package arena. W. Margulies. *29 Jl/42*
Nostalgia peek at oldtime p.o.p. — a lesson in salesmanship. (A gallery of old-time display advertising.) *12 Ag/41*
An exercise in nostalgia — do you have ankle odor? Ono? D. Neff. *2 S/33*
Cadillac '75 ad theme to hit nostalgia trail. R. Gray. *2 S/46*
Fussing and fuming with Albert Lasker in the '30s Depression. T. Adams. *9 S/54*
Appealing to nostalgia. (Comments on Lewis Engman's proposal to bar from television premium offers directed to children.) *14 O/49*
Chesterfield back — with 30's touch. *28 O/1*
Foster Grant uses nostalgia for polystyrene print drive. *4 N/39*
The transition — magazines into marketplace in 50 years. E. Calkins. *18 N/152*
Good old days? Not so, says book. *16 D/33*

NOXELL CORP.
Noxell earnings rise, cosmetics, Lestoil cited. *4 Mr/41*
Noxell shifts $2,000,000 Lestoil to FC&B. LMN. *18 Mr/1*
Denta Fresh rolls national. *15 Ap/8*
Noxzema sets new jar. *13 My/84*
Noxell Corp. denies that Noxzema anti-perspirant marketed by their Canadian company, is being tested for US introduction. Adbeat. *17 Je/108*
Noxell introducing Noxema Wild Forest shave cream. LMN. *1 Jl/55*
Noxell eye makeup push set: Tv & print. *12 Ag/50*
Top 100 national advertisers 1973 marketing report. *26 Ag/162*
Noxell, via spot tv, tests Raintree hand & body lotion. LMN. *16 D/77*

NURSING HOMES
Nursing homes set to answer industry's critics with ad drive. *25 N/16*

NUTRITION
GMA fights new food bill consumerist amendments. *25 F/150*
FTC studies staff proposal for massive food ad shakeup. S. Cohen. *25 Mr/1*
New FTC food proposal is less critical of sugar. *8 Ap/1*
Natural trend boosts vitamin sales; makers walk narrow line on claims. L. Baltera. *22 Ap/3.* Correction: *29 Ap/16.*
Carnation agrees to FTC order on chocolate drink. *22 Ap/6*
GF nutrition ad series may go national after test. *27 My/2*
Nutrition as pressure grows; U.S. agencies ask disclosure. J. Revett. *3 Je/1*
Nutrition: Much to learn. Editorial. (Comments on FTC's proposal requiring nutritional information in advertising.) *10 Je/10*
FDA mulling label rule for over-nutrition. *17 Je/123*
Ad role in teaching nutrition: Senate gets conflicting views. *24 Je/3*
Branding and nutrition. Editorial. (Unless advertising and product quality create consumer brand preferences, advertising cannot tell about a product's merits — nutritious or otherwise.) *24 Je/16*
Women want nutrition info: 'Redbook.' *1 Jl/24*
Industry group readies nutrition guides for FTC. S. Cohen. *15 Jl/1*
FTC seeks court injunction to stop egg cholesterol ads. *5 Ag/43.* See also *26 Ag/8,* FTR.
New nutrition ad offer short of FTC staff goal. *12 Ag/8*
Cholesterol ads defended by egg group. *12 Ag/8*
FTC regional unit sets protein products probe. *26 Ag/215*
'GH' survey indicates nutritional info on labels is widely read. Adbeat. *2 S/74*
Butz hits 'flashy advertising.' (Flashy advertising is pushing Americans into poor eating and drinking habits, Butz states.) *16 S/92*
Ad limits for sweetened foods cut from latest FTC proposal. *30 S/1*
ADA aims at milk buffs with 'natural' ad campaign. *30 S/3*
FCC expected to vote on nutritional ad issue. LMN. *14 O/109*
Rosch urges admen to follow proposed nutrition rules now. *11 N/1*
Nutrition disclosure is big hitch in ad guides: Engman. *18 N/8*
Don't abandon nutrition ads. Editorial. (Advertisers who make nutritional ad claims are advised to keep the FTC proposals and guidelines in mind.) *18 N/18*

NUTS
Cracker Jack nuts enter test. LMN. *8 Ap/65*
NYE, STEPHEN
Stephen Nye under consideration for FTC Commissioner position. LMN. *25 Mr/115*
FTC may force children's ad issue; commission getting a Harvard look. S. Cohen. *6 My/4*
Nixon nominates Harvard grad Nye for FTC vacancy. *6 My/84*. See also *29 Ap/8*, FTR.

O&R ENGINES INC.
They pedal it with Chicken Power. H. Bernstein. *11 F/48*
OAKLAND GRIFFIN GROUPS
B&J buys Oakland group. *17 Je/116*
OBITUARIES
AA obit study reveals ad people's longevity continues to increase. M. Maples. *27 My/3*
Abbot, Hy. *22 Jl/76*
Aitkin, A. King. *29 Jl/54*
Allen, Grover J. *15 Ap/27*
Allison, Robert D. *31 D/31*
Amburn, Hershel W. *9 S/76*
Anderson, Bertil E. *25 F/159*
Andrews, S. James. *12 Ag/58*
Agnelli, Bernard F. *5 Ag/45*
Armstrong, Lorna S. *4 N/90*
Bailey, Norman. *25 Mr/106*
Bakal, Edwin H. *28 O/27*
Barton, Robert B. *11 Mr/58*
Battle, James L. *29 Ap/77*
Benny, Jack. *30 D/25*
Beutel, Raymond A. *11 F/8*
Bick, Charles R. *25 F/159*
Black, James B. *29 Jl/34*
Blair, Forrest. *25 Mr/117*
Boeckman, Eugene F. *15 Ap/27*
Bohm, David. *22 Ap/59*
Bond, Nelson L. *22 Ap/59*
Borton, Elon. *11 Mr/58*
Bourgholtzer, Joseph B. *29 Ap/80*
Bowman, Gus K., Jr. *4 F/20*
Bradbury, Bob. *22 Ap/59*
Bramlette, Jack H. *3 Je/57*
Brandt, Otto. *21 Ja/56*
Brashears, Bob. *14 Ja/28*
Bremner, Aloysius J. *23 S/84*
Brooks, Bernard M. *2 D/65*
Brosnahan, Vincent J. *16 D/68*
Brown, Albert *18 F/68*
Bryner, Albert J. *29 Ap/66*
Bunker, Charles L. *23 D/31*
Bunn, William B. *26 Ag/205*
Butler, Mrs. Edward H. *12 Ag/54*
Cabot, Blake. *9 S/86*
Caldwell, Howard C., Sr. *7 Ja/56*
Carlson, Howard R. *9 S/76*
Carroll, Thomas F. *29 Ap/80*
Casey, Arthur J. *30 S/94*
Casey, Edward A. *30 S/94*
Churchill, Edward J. *1 Ap/56*
Churvis, Arthur E. *12 Ag/58*
Clarke, Lynn Banks. *3 Je/57*
Clay, Charles F. *3 Je/65*
Cohen, Marjorie B. *30 D/25*
Collins, Daniel. *27 My/30*
Cooper, Herbert W. *1 Ap/56*
Cornell, Paul L. *1 Ap/56*
Cowan, Wally. *25 F/159*
Cox, James M., Jr. *4 N/90*
Craig, Victor I. *23 S/84*
Crites, Lowry H. *1 Jl/27*
Crocco, Walter C. *30 S/84*
Crosby, George W. *19 Ag/44*
Cuneen, Michael J. *3 Je/57*
Davis, W. Thomas. *25 F/159*
Dayhoff, Clancy W. *25 F/159*
DeBolt, V. L. *13 My/60*
Dennis, Bruce W. *25 Mr/117*
Dettling, Joseph J. *21 Ja/56*
DeWolfe, Karen. *25 F/150*
Dickerman, Morgan P. *29 Jl/34*
Diebert, George C. *7 O/104*
Doob, Oscar. *10 Je/68*
Duffield, Eugene S. *30 S/84*
Duggan, Thomas G. *4 F/20*
Eager, Alfred G. *4 Mr/58*
Eggers, John W. *21 O/72*
Fagan, William J. *4 N/93*
Farrand, George N. *28 O/72*
Ferger, Roger H. *29 Ap/77*
Flynn, Francis M. (Jack.) *18 N/217*
Freiday, Henry P. *20 My/110*
Gage, William H., Jr. *14 Ja/28*
Galassini, C. J. (Red.) *5 Ag/36*
Garrett, James F. *26 Ag/205*
Gaylord, Edward King. *3 Je/61*
Gittins, Bert. *11 Mr/58*
Goebel, Arthur L. *14 O/67*
Granville-Smith, Walter Jr. *18 F/70*
Grey, Herbert. *22 Ap/59*
Hackleman, Tom. *8 Jl/66*
Hammett, Lee. *25 F/165*
Hannah, Leslie J. *17 Je/126*
Hargraves, Hobart. *22 Ap/59*
Hartenbower, E. K. (Joe.) *5 Ag/45*
Hay, William W. *2 D/65*
Hebler, Fred F. *29 Jl/34*
Hedin, Richard H. *15 Jl/88*
Hedrick, Paul H. *7 Ja/54*
Hessberger, Marie. *1 Jl/59*
Hilton, Peter. *27 My/30*
Hobler, Atherton W. *7 Ja/2*
Hofer, Robert McKinnie. *12 Ag/54*
Hood, Charles C. *31 D/31*
Hook, George T. *25 Mr/118*
Horne, John L. *25 Mr/106*
Hornstein, I. J. *3 Je/57*
Houston, Bryan. *11 Mr/8*
Howard, Bailey K. *19 Ag/44*
Huntley, Chet. *25 Mr/117*
Hunton, Frank. *20 My/110*
Ingalls, L. Warren. *16 D/70*
John, William Edgar. *14 Ja/28*
Johnson, Robert M. *4 F/20*
Jones, L. Rogan Jr. *22 Ap/59*
Kelly, Kathryn H. *29 Ap/66*
Kenny, J. Quinten. *20 My/110*
Keyes, Stanley J. *25 N/55*
King, Robert M. *13 My/60*
Knowland, William Fife. *4 Mr/57*
Krause, Walter C. *27 My/30*
Krebs, Walter. *15 Ap/27*
Laschinger, Russell H. *29 Ap/80*
Latzer, Robert L. *16 D/70*
Leonard, Esther. *18 Mr/29*
Little, Henry G. (Ted.) *22 Ap/82*
Lundquest, William. *16 D/68*
Lynch, Harry J. *26 Ag/205*
McAllister, John. *24 Je/66*
McDonnell, Barbara M. *16 D/68*
McGraw, Donald C. *18 F/70*
McMahon, Nelson J. *14 O/67*
McManaman, John A. *1 Ap/56*
Mahlstedt, Fred J. *4 N/70*
Margolis, Benjamin. *4 F/20*
Marschalk, Harry C. *12 Ag/54*
Mead, George. *25 Mr/118*
Melcher, Samuel F. *27 My/30*
Menne, Wilber L. *2 D/72*
Moore, James. *7 Ja/56*
Morency, Paul. *28 O/27*
Napier, James P. *7 Ja/56*
Niven, Paul K. *6 My/78*

Ohlman, George A. *1 Jl/27*
Ollendorf, Charles J. *29 Ap/66*
Olson, Charles H. *13 My/28*
Olson, Ronald K. *15 Jl/85*
Paulsen, Howard G. *25 F/159*
Peacock, Raymond. *13 My/28*
Peguillan, Edward J. *3 Je/57*
Peterson, Cortland A. *9 S/86*
Phillips, L. Roy. *22 Ap/59*
Pitzer, Fred W. *5 Ag/45*
Polsfuss, Lyle H. *31 D/31*
Pryor, Max B. *16 D/68*
Quayle, Oliver A. III. *22 Ap/59*
Reeve, Edward. *4 N/93*
Richards, Paul. *23 D/31*
Richer, Edmond R. *7 Ja/54*
Robin, Toni. *1 Jl/27*
Robinson, Hubbell. *9 S/86*
Roraback, Albert. *27 My/30*
Ross, Wallace A. *9 S/76*
Russell, Lawrence. *13 My/93*
Ruthrauff, F. B. *8 Ap/66*
Rutter, Dawson A. *18 F/70*
Sands, William R. *24 Je/66*
Schoenbrod, Robert D. *18 N/222*
Schroth, Frank D. *24 Je/66*
Schwengel, Frank R. *20 My/110*
Scott, Charles. *19 Ag/44*
Seaver, Howard. *16 D/68*
Segal, Alan R. *19 Ag/44*
Selby, Herbert. *7 Ja/56*
Sell, Henry B. *4 N/70*
Seybold, Cordelia. *22 Ap/59*
Shattuck, Robert D. *8 Ap/53*
Shenfield, Lawrence L. *21 O/72*
Sherman, Stuart. *6 My/78*
Silberg, Irwin. *18 N/222*
Smith, Francis K. *25 Mr/106*
Smith, Jackson. *27 My/30*
Spaulding, John P. *9 S/86*
Speerstra, Jerald E. *16 D/70*
Spinning, Rolfe C. *22 Ap/59*
Staehle, Albert. *29 Ap/66*. See also *3 Je/33*.
Stevens, Clifford. *16 D/68*
Stevens, Francis H. *22 Ap/59*
Stevenson, Frederick F. *30 S/84*
Stewart, John H. *22 Ap/8*
Stewart, Russ. *19 Ag/44*
Stone, Charles M. *18 F/70*
Stone, Grant. *29 Ap/66*
Soule, Frank F. *4 Mr/58*
Sullivan, Ed. *21 O/102*
Sutherland, Kenneth R. *29 Ap/66*
Taubeneck, George F. *8 Ap/53*
tenBosch, John R. *12 Ag/58*
Thorgeson, Girard. *1 Jl/27*
Tobin, John F. *26 Ag/205*
Tyron, C. Howard. *18 Mr/29*
Vandergrift, Clarence W. *3 Je/65*
Vaughan, William J. *13 My/28*
Villany, Philander R. *13 My/28*
Walther, Herbert. *4 N/90*
Ward, Harley L. *23 S/84*
Washington, Leon H. *1 Jl/59*
Weber, Ray. *25 Mr/118*
Weisman, Albert P. *1 Ap/56*
Wernecke, Roy F. *17 Je/81*
Wharton, Porter, Jr. *27 My/30*
Whipple, Frank. *18 N/222*
Wilcox, Ward M. *25 F/159*
Williams, John S. *5 Ag/42*
Wilson, William A. *25 F/159*
Winston, Charles. *10 Je/68*
Wisner, George E. *28 O/72*
Wright, Elmer. *16 D/70*
Wright, William E. *15 Jl/85*
Zwirner, Henry. *6 My/81*

OMC-LINCOLN CO.
OMC to run ads promoting gas and electric cars. Adbeat. *1 Ap/51*

OCCULT
D'devil may make every one do it as 'Boss Baddie' gains fame. J. Foxworth. *20 My/88*

OCCUPATIONAL SAFETY AND HEALTH ACT OF 1970 (OSHA)
Business press takes lead in easing industry problems. G. Cohan. *17 Je/40*

OCEAN SPRAY CRANBERRIES INC.
Ocean Spray Cranberries tests frozen cranberries. Adbeat. *8 Jl/60*
Crush marketer sues Ocean Spray over trademarks. *12 Ag/54*. See also *29 Jl/8*, FTR.
Cl, Ocean Spray reach agreement in trademark case. *9 S/90*

OFF-TRACK BETTING CORP.
OTB taps Spencer. *15 Jl/39*

OFFICE EQUIPMENT
Dictaphone drive urges trade-ins for Thought Tank. *21 O/44*
Philips Business Systems launches ad campaign for Norelco dictating equipment. FTR. *2 D/8*
Data processing ads set for Facit-Addo effort. *30 D/8*
See also TYPEWRITERS

OFFICE OF TELECOMMUNICATIONS POLICY
OTC pushes for private industry share of government allocation on audio-visual activities. LMN. *11 F/65*
N.Y. broadcast women ask President to dismantle OTP. *19 Ag/6*

OGILVY, DAVID
Ogilvy scans 26 years of changes, subtle and profound, at 4A's meet. *20 My/1*
Look back in amiability. Editorial. (Comments on David Ogilvy's recent reflections on advertising.) *27 My/14*
David Ogilvy award presented to John Rand. Adbeat. *23 D/23*

OGILVY & MATHER INC.
Uniroyal shifts tires to O&M. *18 Mr/8*
O&M billings rise. *25 Mr/112*
N.Y. Adclub cancels recruit week as agencies adop a leaner look. B. Donath. *8 Ap/4*
FTC ponders appeal to Dry Ban order; may be too abstract to enforce. *29 Ap/2*
O&M's a la carte services boost profits 'modestly.' *29 Ap/68*
Contested B-M spots didn't sell product. *29 Ap/77*
Public agenices falter during 1st quarter '74, no quick upturn seen. B. Donath. *6 My/1*
Ogilvy loses British Rail account to Graham & Gillies. LMN. *13 My/93*
Outlook bright at JWT, O&M, shareholders hear. B. Donath. *20 My/8*
John Elliott heads 4A's. *20 My/114*
Avis Transport of Canada goes to Ogilvy. LMN. *27 My/1*
Ogilvy, Lopito set working arrangement. *1 Jl/21*
O&M, JWT post better showing in 2nd quarter. *5 Ag/8*
Ogilvy expands billings, offices in Australia. *16 S/66*
O&M gains some Calgon Consumer Products Co. accounts. FTR. *28 O/8*
O&M (Thailand) created. *4 N/72*
O&M reports earnings rise, int'l hampers JWT quarters. *11 N/2*
Chesebrough taps O&M for Hemorr-Aid, Q-Tips. *11 N/76*
Prestone adds O&M; Esty out. *16 D/77*
John Rand at O&M wins David Ogilvy award. Adbeat. *23 D/23*

OHIO
Ohio ACLU seeks lift of suburb political ad ban. *14 Ja/28*
Ohio widens utility ad ban to electrics. *14 Ja/66*
Ohio Edison stops all ads after state ruling. *21 Ja/4*
Ohio Farm bureau buys WRFD. *22 Jl/40*
Dayton takes on the top cities with 'we're bigger' approach. M. Maples. *9 D/24*
Columbus bank opens first automated facility. *23 D/1*

OHRBACH'S
Branded lines of cosmetics at Ohrbach's. *2 D/62*

OIL COMPANIES
Oilmen rip bid to FTC for proof on energy ads. J. Revett. *14 Ja/1*
Media may create their own credibility gap, Dickey warns. *4 F/4*
House bill introduced to restrict oil ads. *11 F/10*

Oil's credibility gap. Editorials. (Oil cos. need the support of media, Congress and the public, but by arguing that they are in no way to blame for the energy crisis, they are creating a big credibility gap.) *11 F/16*
Canada oil marketers set lower ad budgets. *25 F/149*
Nets spurn Phillips tv spot; Amoco sets 'checkers' drive. *11 Mr/1*
Rosenthal will ask broadcasters to present views countering oil company image ads. LMN. *11 Mr/57*
Tv execs see oil counter ads as primarily a print problem. *18 Mr/1*
Rosenthal group's counter ads hit energy company messages. *18 Mr/2*
Universal corporate campaign aimed at financial community. Adbeat. *25 Mr/103*
Credit card execs see little effect in gas station pullouts. *1 Ap/2*
Mobil protests 'idea' ad ban; radio nets block Texaco spots. M. Christopher; S. Cohen. *8 Ap/1*
Oil 'de-marketing' gets mixed reviews at Houston meeting. D. Kaiser. *8 Ap/2*
NAD, NARB 'surprised' by Mobil stance on data. *15 Ap/1*
Fuel crimp takes toll of road maps; oil companies try new approaches. *15 Ap/3*
Mobil spots show drama of drilling. *15 Ap/3*
Standard of Indiana sales, earnings rise. *15 Ap/27*
Gas marketers ready no-leads. *15 Ap/60*
Group says energy 'image ads' not deductible. *13 My/3*
Figures show more spent on image than product/service. (Includes breakdown of oil companies' expenditures on product/service vs. goodwill/institutional advertising.) *13 My/78*
Some no-lead brands replace low-lead gas. AA Roundup. *27 My/6*
Wolf's Head ads on the run again. *27 My/32*
Oil exec raps media attacks on industry. *3 Je/22*
Mobil continues fight to air views, uses rejected storyboard in print ad. M. Christopher. *24 Je/3*
Crisis altered buying habits, Texaco vp tells IAA group. *24 Je/12*
Public distrust negating oil ad efforts: Peterson. *1 Jl/8*
Buying trouble. Editorial. (Consumers skeptical of oil companies' profits invested in new energy sources.) *1 Jl/16*
Hart calls for IRS probe of oil company ad deductions. *22 Jl/2*
Oil marketers readying service station promos. L. Haugh. *5 Ag/1*
Energy boss warns oil marketers: No gasoline promotion. *12 Ag/1*
The conflicts of marketing within the public interest. Editorial. (Gasoline prices are an example of control of consumer demand by the government, which may not be the answer to current inflation.) *19 Ag/12*
Danny Boy Oil Co. buys Sunoco stations in Chicago. FTR. *26 Ag/8*
Continental Oil urging American Business & industry to cut energy consumption. Adbeat. *26 Ag/206*
Market shares settling after gasoline woes. *2 S/14*
FTC finalizes its ruling against Sunoco ad claim. *2 S/26*
Oil companies in controversary over gasoline advertising claims & dealer leases. LMN. *23 S/111*
Iran's new oil riches spark growth of local and international marketing. R. Bechtos. *30 S/3*
FTC issues complaint forcing oil companies end of joint control of Atlas tires. FTR. *4 N/8*
See also GASOLINE
Individual Companies

OIL INDUSTRY
Coast town votes down refinery bid by Onassis. *8 Ap/12*
Oil, Chemical & Atomic Workers International Union breaks ads. FTR. *23 D/8*

OIL AMERICAN INSURANCE CO.
Which ad really pulled best? B. Stone. (Reactions to Old American Insurance Co. ads.) *14 O/2*

OLDSMOBILE DIVISION
Oldsmobile 98 Regency mileage test revealed. Adbeat. *28 Ja/57*
Ads for bigger cars now starting to stress virtues of fuel economy. R. Gray. *4 F/3*
Chevy, Olds unveil ads for spring sales fillip. R. Gray. *25 F/3*
Auto makers pouring ad fuel on very chilly sales situation. R. Gray. *4 Mr/3*
Olds' spring media include towelettes. (TWA contracts for towelette packages that carry Olds' ads.) *15 Ap/64*
GM ad execs shifting gears for second half, '75 models. R. Gray. *22 Ap/3*
Oldsmobile sets newspaper inserts for fall model introductions. LMN. *10 Je/63*
Oils ads geared for clean up. *1 Jl/28*
GM compacts to get early ads, sales release. R. Gray. *26 Ag/2*
Detroit gearing for ad counterattack to battle sales slump. R. Gray. *28 O/1*
Auto makers, others, back 'buy' drives. *25 N/53*

OLIN CORP.
Nostalgia still in vogue among premium users. L. Haugh. *8 Jl/65*

OLYMPIA BREWING CO.
Grain Belt shifts ad dollars to stave off Olympia invasion. *18 Mr/56*
Olympia adds tv to its recycling effort. LMN. *18 Mr/77*
Olympia beer backs into Chicago; brewer not happy. *28 O/4*

OLYMPIC AIRWAYS
Olympic Airways resumes Greek service, ads say. *29 Jl/55*

OLYMPIC REFINERIES
Coast town votes down refinery bid by Onassis. *8 Ap/12*

OLYMPICS
ABC-TV sells '76 Winter Olympic sponsors. FTR. *28 Ja/8*
RCA of Montreal sets buy for '76 Olympics. *9 S/76*

'ON THE SOUND'
Matthew Culligan abandons plans to buy 'On the Sound.' LMN. *19 Ag/51*

1,001 COMMUNICATIONS
Conso Publishing Co. renamed 1,001 Communications. *6 My/62*
1,001 seeking acquisitions. *3 Je/64*
Magit leaves top 'PQ' slot; parent 1,001 realigns setup. *2 S/8*
Uhlman quits 1,000 post; Rowe goes to publisher slot. *2 D/70*
See also CONSO PUBLISHING CO.

ONEIDA LTD. SILVERSMITHS
Onedia severs relations with Conklin, Labs & Bebee. LMN. *25 Mr/115*

O'NEILL, LARRY (author)
How to cope with 'Tokyo Trauma.' (On Japanese customs as they affect advertising.) *20 My/28*

'ONE SHOW'
Carl Ally, Y&R, DDB top One Show winners. *10 Je/2*
Art-copy creative ad teams often overrated, XPO I hears. *17 Je/72*

O'NEILL, KELLY
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. O'Neill.) *18 N/186*

OPEN DOORS PUBLISHING CO.
Open Doors Publishing aims booklet about New York City ad business at elementary students. Adbeat. *18 F/70*
Progress in the classroom. Editorial. (AA lauds a NYC Board of Education booklet introducing advertising as a career to students.) *11 Mr/14*
Open Doors Publishing booklet a huge success, charges follow high demand. Adbeat. *29 Ap/72*

OPEN ROAD INDUSTRIES
Open Road Industries feature new '75 model ads. Adbeat. *28 O/67*

OPEN-SEZ-A-ME FOODS
Helitzer shop starts bun business. *21 O/31*

OPERATION PUSH
Survey lists brand favorites among Chicago area blacks. *6 My/10*

OPINION RESEARCH CORP.
Opinion Research plans study of energy situation impact to consumer behavoir. Adbeat. *18 F/70*
Researchers find crises change buying patterns. J. Forkan. *8 Ap/54*
Opinion Research Corp. reveals results of readership study. Adbeat. *26 Ag/206*

ORCHARD HILL FARMS
Libby agrees to sell Libby and dinner line. *13 My/55*

OREGON
Oregon investing $271,000 to get tourism increase. *22 Ap/66*
Oregon billboard removal program underway. Adbeat. *22 Jl/71*
Oregon takes another look, decides to seek out tourists. *30 S/84*

O'REILLY, RICHARD T.
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. O'Reilly.) *18 N/186*

ORIGINAL DESIGNS INC.
Crown Jewels ads set. *4 F/53*

ORR-EDMONDSON-ROUNDS PRODUCTIONS
"When a Gril Marries" radio soap opera recreated. Adbeat. *27 My/60*
ORR, JOHN
Orr resigns 'WSJ' ad post. *13 My/98*
Blatt joins Orr at 'New York Press.' *12 Ag/8*
ORTHO PHARMACEUTICAL CORP.
Conceptrol U.K. ad effort uses outdoor for first time. *1 Ap/23*
Conceptrol tests ads. *11 N/26*
ORTH-O-VISION INC.
Pay tv expanding to Queens. Adbeat. *3 Je/57*
OSAWA, J. & CO.
B&H, Mamiya agree. *15 Jl/77*
OSBORNE GROUP
Osborne Group buys into Kimpher agency. LMN. *18 N/217*
OSBORNE & ASSOCIATES
Renamed Osborn & Boyd Advertising, Phoenix, Ariz. *S 30/82*
OSTROW, JOSEPH
Ostrow transfers home base to Los Angeles. *13 My/94*
O'TOOLE, JOHN E.
Key in future communication is 'advocay ads'. O'Toole. *4 Mr/6*
Overstepping advocacy. Editorial. (AA concurs with John O'Toole's concept of advocacy advertising, but will not agree to smearing the media to foster the concept.) *18 Mr/16*
Stop that grinning housewife. (author) *3 Je/45*
Ads must stress safety, first NARB report says. N. Giges. *24 Je/1*
Why do journalists do a better job of responding to outside criticism? (author) *7 O/16*
Advocacy ads necessary to balance press: O'Toole. *7 O/80*
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. O'Toole.) *18 N/190*
OUTDOOR ADVERTISING
TAB says proceed with caution on its data; weather causes cutbacks. *7 Ja/2*
CCC bookings up. *7 Ja/53*
TAB puts dimout-time circulation at 3.7%. *14 Ja/6*
Daylight time is hurting circulation of outdoor. J. Forkan. *21 Ja/1*
Anti-smoking groups asking for removal of outdoor cigaret ads. FTR. *21 Ja/8*
Banzhaf's outdoor skewering. Editorial. (AA urges John Banzhaf to drop his petition to prohibit cigaret advertising on outdoor boards.) *28 Ja/14*
Foster & Kleiser seek clarification of client refund policy. Adbeat. *4 F/53*
Vancouver restricts outdoor advertising to preserve waterfront and environment. Adbeat. *4 Mr/49*
Media men's verdict on '74 1st quarter: Upheat. AA Roundup. *18 Mr/4*
Foster & Kleiser break posters encouraging car pooling to save gas. Adbeat. *1 Ap/51*
You, too, can find success by running an ad contest. M. Grayson. (The story behind the safety belt 'stupid' campaign.) *6 My/51*
Combined installs new long-energy outdoor system. Adbeat. *6 My/78*
Eddy Co. using outdoor for bathroom tissue adv. Adbeat. *27 My/60*
Quebec will go bilingual on outdoor boards. *10 Je/19*
Candidate for sheriff in California using John Wayne outdoor posters for advertising. Adbeat. *1 Jl/53*
OAAA persuading more national advertisers to use outdoor. FTR. *1 Jl/8*
Cal. cops test outdoor as a speed limit aid. *8 Jl/3*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
Oregon billboard removal program underway. Adbeat. *22 Jl/71*
Outdoor advertisers in Vermont compensated for removal of billboards by state. LMN. *22 Jl/75*
IOA being established to bring in outdoor business. *26 Ag/22*
Decoration area sees brighter Yule. *2 S/44*
Pa. boards abound despite legal ban. *9 S/30*
Seaboard Advertising asking for consideration of new methods of outdoor advertising. Adbeat. *9 S/88*
Retail outdoor ads increase 50% or more in five years. M. Grayson. *30 S/62*
Outdoor users grumble about a.m. darkness. J. Forkan. *7 O/10*
Canadian outdoor ad group raises rates. *7 O/54*
F&K to light outdoor signs before dawn. *14 O/8*
Bulova sign touts WIN message. Adbeat. *28 O/67*
Get in on top advertisers' media planning, OAAA told. *18 N/202*
Warner sets smashing drive for 'Freebie & the Bean' bow. C. Wingis. (Unusual outdoor used for advertising.) *2 D/65*
F&K reported to be target of U.S. anti-trust investigation. J. Forkan. *23 D/1*
Congress passes bills on FTC, mail, outdoor. *23 D/2*
OUTLET CO.
Outlet revenues, income up in 1973. *24 Je/20.* Correction: *1 Jl/55.*
OVALTINE GOOD PRODUCTS
Ovaltine business at DKG; tests Hot Coca mix. LMN. *18 F/67*
Ovaltine aims at mom, not kids, in tv ads. L. Edwards. *23 S/8*
OVERLAND BUTTERFIELD STAGECOACH
Overland stage — alive and well in Southern California. *21 O/76*
OWENS-ILLINOIS INC.
Libbey glass division breaks spots for glassware. LMN. *7 Ja/53*
'Dinner with Dinah' sweepstakes part of Libbey Glass '74 ad campaign. Adbeat. *13 My/89*

PH INGREDIENTS
Competitors ready moves to counter Earth Born ad bid. J. O'Connor. *17 Je/1*
L'Oreal sets Preference shampoo items. L. Baltera. *1 Jl/2*
Alberto tests pH balance shampoo. LMN. *26 Ag/209*
Controversial Earth Born ad reported off tv. *16 S/1*
PIR — CULLINER ADVERTISING
PIR — Culiner formed. *12 Ag/47*
PPG INDUSTRIES
PPG Industries launches first tv effort with cartoons. Adbeat. *4 Mr/49*
PABST BREWING CO.
Pabst Brewing introduces 7 oz. cans and bottles. LMN. *4 N/89*
PACCIONE, HERZBRUN & SHEA INC.
Paccione in Maxon venture with Herzbrun, Shea. LMN. *14 Ja/1*
Paccione sets creative units, N.Y. branch. *28 Ja/34*
Herzbrun moves to new Ingalls post. *12 Ag/50*
PACIFIC GAS & ELECTRIC CO.
Pacific Gas & Electric commercials are subject of fairness doctrine complaint filed by 6 radio stations. FTR. *16 S/8*
PACIFIC INTERNATIONAL ENTERPRISES
'Four-wall' movies spell success with capital 'G'. *4 F/2.* Correction: *25 F/160.*
PACIFIC & SOUTHERN BROADCASTING CO.
Pacific & Southern B'casting voted merger with Combined Communications. FTR. *2 S/8*
PACIFIC SOUTHWEST AIRLINES
PSA L-1011 debuts via media splash. *19 Ag/51*
PACIFIC TELEPHONE CO.
Pacific Telephone moves consumer account to FC&B. LMN. *9 S/85*
PACKAGE DISTRIBUTORS OF AMERICA
Ex Bier now in New York; Gablinger's will try again. *24 Je/8*
PACKAGE GOODS
Grocery trade dealing as a way of life. A. Berry. *9 D/52*
'Unpackaged goods' research keeps pace: AMA. *16 D/48*
PACKAGING
Special issue . . . April 29.
Facial tissue packaging leads paper products in imagination. W. Margulies. *21 Ja/46*
Belvedere cigaret's 'Beautiful Blue' ads begin in Canada. *25 F/148*
Canada packagers face changeovers under label law. *25 F/149*
Canadian brewer marketing packs with six brands. *4 Mr/50*
GF testing economy-size packages. N. Giges. *11 Mr/3*
Olympia Brewing sets recyclable packaging. LMN. *18 Mr/71*
Johnnie Walker Swing gets new carton. Adbeat. *15 Ap/62*
The package as hero. Editorial. (Stressing a product's package in advertising can be strong and effective sales message.) *29 Ap/14*
Technical advances push packaging forward. *29 Ap/29*
What's wrong (and right) with today's packages. W. Landor. *29 Ap/29*
Get the most out of your package in tv commercials. A. Bellaire. *29 Ap/30*
How to put your package to work in print ads. W. Tyler. *29 Ap/30*
Try these four roads to success with color — today's package cosmetic. R. Dickens. *29 Ap/31*

UPC symbol — what it does, how it looks, what you do. M. Field. *29 Ap/31*
Libby Libby Libby's new look look look. J. Gould. *29 Ap/32*
How Winchester pack was designed for whole new smoker A. Schechter. *29 Ap/36*
Materials, shape, market segmenting are package keys. W. Margulies. *29 Ap/53*
Shortages: What all brand managers should know. J. DiGianni. *29 Ap/54*
French to promote squeeze container in $1 million drive. *6 My/46*
Noxzema sets new jar. *13 My/84*
Product names emphasized in Penny design program. *27 My/53*
Philip Morris abandons plastic packaging. Adbeat. *10 Je/66*
Eyewash entries tout packaging in move to dislodge market leaders. G. Geraghty. *8 Jl/1*
RJR revamps Chun King to fight La Choy. *8 Jl/61*
Marketers jump on nostalgia bandwagon in package arena. W. Margulies. *29 Jl/42*
Eve reposition designed to downplay packaging. J. O'Connor. *9 S/8*
'Better' institutional food packaging takes on today's consumer look. W. Margulies. *7 O/66*
How to make your new product advertising work harder. L. Wolf. *21 O/57*
Heinz repackages line of baby food. Adbeat. *4 N/85*
FTC cracks down on 'slack filling'. S. Diamond. *25 N/36*
And now, a gallon of wine — in a cardboard box. R. Bechtos. *2 D/2*

PAINTS & VARNISHES
Foy-Johnson Paint introduces scented herbal paint. Adbeat. *21 Ja/58*
PPG Industries launches first tv effort with cartoons. Adbeat. *4 Mr/49*
NL Industries test Dutch Girl interior paint. LMN. *4 N/89*
Williams new logo aimed at reflecting larger product line. M. Maples. *4 N/89*

PALEY, WILLIAM S.
Paley calls for elimination of fairness doctrine. *10 Je/54*. See also *3 Je/61*, LMN.

PALM SPRINGS CONVENTION & VISITORS BUREAU
Palm Springs sets ads. *23 S/111*
Palm Springs lures Los Angeles visitors. *2 D/73*

PAMPUZAC, SOTER & ASSOC.
Peugot denies switch to Pampuzac shop. LMN. *29 Ap/1*

PAN AMERICAN WORLD AIRWAYS
Pan Am pushes tours. *18 Mr/82*
Pan Am fined by IATA for illegal channeling of coop ad rebates. FTR. *29 Ap/8*
Pan Am files cross-claim suit with international air group, travel shop. *13 My/40*
TWA and Pan Am seeking joint international flight advertising. Adbeat. *17 Je/108*
Pan American breaks new summer travel campaign. Adbeat. *8 Jl/60*
Inflation may emerge as new ad theme. Editorial. (Market pressures could become overwhelming if advertisers become disenchanted with the government's competence in handling inflation, Pan Am campaign cited.) *15 Jl/16*
Pan Am pares market staff; outside promo unit expected. *2 S/3*
Pan American decentralizes market arm. *16 S/89*
TWA may shift media buying from WRG. LMN. *23 S/1*
TWA cool to patriotic tack in ads. *7 O/2*
TWA, Pan Am ad moves await route swap okay. *28 O/10*

PAN COATING PRODUCTS
Clorox preparing national distribution of Cooking Ease. FTR. *6 My/8*
CPC Int'l testing Mazola non-stick aerosol vegetable pan coating. LMN. *10 Je/63*
American Home's Boyle Midway division introduces Golden Touch aerosol pan coating. FTR. *15 Jl/8*
New pan sprays are moving to challenge No. 1-selling Pam. N. Giges. *30 S/2*
See also COOKWARE

PANCO LTD.
Panco Ltd. introduces Earthenwear acid balanced shampoo. LMN. *2 S/41*

PANTYHOSE
See HOSIERY

PAPER MATE DIVISION
New Flair porous pen gets hefty tv backing. *11 F/8*
Paper-Mate airs pens. *12 Ag/47*

PAPER & PULP
'WSJ,' 'Observer' trim page sizes. *4 F/10*
U.K. 1974 paper prices may increase by 25%. *25 F/142*
Timber owners set educational drive. *25 Mr/113*
Effects of B.C. paper strike linger. *22 Jl/80*
New paper marketed by Calspan & Ludlow cos. not legibly copied. Adbeat. *23 S/107*
St. Regis '75 tv effort to begin with Rose Bowl. *30 D/34*

PAPER PRODUCTS
Facial tissue packaging leads paper products in imagination. W. Margulies. *21 Ja/46*
Kimberly-Clark sees ample tissue supplies in 1974. *18 F/28*
Kimberly keeps up drive to increase Teri market share. *18 F/69*
Dixie to break 'Livin' Dixie style' drive. *24 Je/2*
Playtex tests Made to Measure, Feminine Towelettes, and Better Way bathroom tissue. *22 Jl/75*
Knock Knock cups move out via tv support. *16 S/24*
Fort Howard Paper Co. tests line of paper products. FTR. *2 D/8*. Correction: *9 D/8*.

PAPER SHORTAGES
Magazines in bind till paper capacity expands. *B. Donath. 18 F/16*
For 2¢, customers can bring own bag to National Stores. *18 F/71*
Paper price 'decontrol' will not help. FTR. *18 Mr/8*
Shortages hit Ad Council; small-space ad usage up. *1 Ap/28*
Paper woes to get worse, ABP informed. *13 My/2*
Paper prices escalate; increased supply distant. *8 Jl/8*
Newsprint prices rise. Adbeat. *12 Ag/50*
No early end to paper shortages predicts Thompson of Bergstrom Paper. Adbeat. *23 S/107*
Paper shortage eases a little; next year will be tight again. B. Donath. *18 N/3*
Paper outlook for magazines is cloudy. F. Davis. *18 N/102*
Newspapers recycling paper. Adbeat. *23 D/23*

'PAPER TRADE JOURNAL'
Vance Publishing buys 'Paper Trade Journal.' LMN. *4 F/49*
'Paper Trade Journal' now in Vance stable. *25 Mr/111*. Correction: *8 Ap/36*

'PARADE'
'Parade' ad pages and revenues up for first half. *29 Jl/28*
'Parade' offers record number of coupons. Adbeat. *29 Jl/46*

PARADES
Vision of big audiences lures advertisers into entering roses parade. H. Bernstein. *30 D/3*
St. Regis '75 tv effort to begin with Rose Bowl. *30 D/34*

PARA-GIFT CORP.
Windsor, two split. *8 Jl/54*

PARAMOUNT PICTURES
Paramount sets 'Gatsby ' ad efforts; more tie-in. J. Forkan. *25 Mr/117*
'Godfather II' next for major Paramount effort. *15 Ap/44*
Paramount pictures & tv networks begin talks concerning rights showing "The Godfather." FTR. *17 Je/8*
Despite critics, 'Gatsby' is a profitable enterprise. J. Forkan. *17 Je/78*
Diller moves from ABC-TV to head Paramount Pictures. (Includes other top-echelon changes at major tv and movie companies.) *30 S/4*

PARAMOUNT POULTRY
Pearl Bailey talks chicken in Paramount Poultry drive. *25 F/164*
WCBS-TV withdraws Paramount commercial because of protests from Jewish leaders. FTR. *4 Mr/8*
Chicken marketers broaden ad efforts. *24 Je/20*

PARFUMS HERMES
Hermes gains Saks support for scent spots. *16 D/34*

PARKER ASSOCIATES
Marsteller ties with Parker in Soviet Union. *12 Ag/20*

PARKER, H. T. (author)
International markets look bright. (A specialist looks at developments and trends in Europe and in markets in other parts of the world.) *13 My/53*

PARKER PEN CO.
Which ad attracted more readers? J. Rock. (Readership scores of 2 Parker Pen ads.) *12 Ag/31*
Parker Pen Co. breaks ads for Systemark pen line. LMN. *11 N/73*

PARTON, JAMES
James Parton is named new NARB chairman. *14 O/3*
NARB's new chairman. Editorial. (James Parton can enhance both his name and the industry's reputation as chief of NARB.) *21 O/16*
PASTA
Stouffer spaghetti bows. *25 F/61*
Prince tests Superoni. *13 My/40*
Ronzoni adds frozen items in New York. *30 S/10*
PASTRY
See DESSERTS & DESSERT INGREDIENTS
PATHMARK SUPERMARKETS
Pathmark stores offers discounts on travel pacakges. Adbeat. *8 Jl/60*
Pathmark offering Senior Citizens Health Aid Plan. Adbeat. *5 Ag/39*
Pathmark promotes products as sugar substitutes. Adbeat. *11 N/67*
'PATIENT CARE'
'Patient Care' journal sets foreign edition. *28 Ja/22*
PATTON, RICHARD B.
Marketing must parallel company goals: Patton. *28 O/64*
PAY TELEVISION
See CABLE TELEVISION
PEANUT BUTTER
Kraft Foods readying Koogle, flavored peanut spread. FTR. *11 Mr/8*
Kraft, Borden join peanut butter brands battle. L. Edwards. (Roundup of the peanut butter market.) *20 My/2*
Skippy shifts to taste tack. *24 Je/8*
Standard Brands reviving adv. of Planters peanut butter. LMN. *5 Ag/43*
Kraft rolling out Koogle. LMN. *16 S/89*
PEARL BREWING CO.
American Can Co. seeks Jax buyer; Pearl interested. *17 Je/8*
Pearl acquires Jax; puts it at Bloom. *1 Jl/56*
Pearl Brewing rebuilding Jax beer image. Adbeat. *16 S/92*
PECK & PECK
Brooks files bankruptcy. *5 Ag/46*
PEEL STREET WINE MERCHANTS
Seagram wine company gets new name, duties. *25 F/150*
New Thompson shop to handle Peel Street wines. *8 Jl/63*
PEERLESS ADVERTISING
Chock Full O'Nuts shifts in-house to Peerless. LMN. *29 Jl/1*
Schaefer sets plans unit, moves to broaden base. *9 S/78*
PENNANT PUBLISHING CO.
'Pennant' renamed 'Pacific Skipper.' *20 My/107*
PENNEY, J. C. CO.
Product names emphasized in Penney design program. *27 My/53*
Top 100 national advertisers 1973 marketing report. *26 Ag/162*
Sears' national drive may hike local spending. (Penney sales gaines reported.) *9 S/2*
Penney battery gets hefty support. LMN. *30 S/91*
Penney's receives package design award. Adbeat. *14 O/116*
U.S. retailers making cuts — but ad budgets are unscathed. L. Baltera. *9 D/1*
IBM, Penney, Bird set Bicentennial tie-in programs. *9 D/66*
PENNSYLVANIA
Pennsylvania boosts tourism via promotion. *12 Ag/60*
Pa. boards abound despite legal ban. *9 S/30*
Big Bicentennial drive for Penna., but Mass. plans only regional ads. J. Revett. *21 O/95*
PENS & PENCILS
New Flair porous pen gets hefty tv backing. *11 F/8*
Bic plans tv push. *18 F/23*
Sheaffer Pen adopts international ad approach. Adbeat. *11 Mr/53*
Bic Pen promotes Bic Banana and pen school pack. Adbeat. *22 Ap/77*
Sheaffer readies White Dot marker pens. LMN. *22 Ap/81*
Waterman pen returns to U.S. after 11 years. *3 Je/3*
Which ad attracted more readers? J. Rock. (Readership scores of 2 Parker Pen ads.) *12 Ag/31*
Paper-Mate airs pens. *12 Ag/47*
Bic Pen reduces package size to save materials. Adbeat. *9 S/88*
Bic Pen supplies Alexander Solzhenitsyn with lifetime supply of pens. Adbeat. *23 S/107*
Parker Pen Co. breaks ads for Systemark pen line. LMN. *11 N/73*
PENTHOUSE INTERNATIONAL LTD.
'Penthouse' ads climb. *7 Ja/16*
Marion Gorman resigns as ad director. LMN. *11 F/65*
'Penthouse' signs for Japanese edition. *6 My/65*
Audit B. of Circ. indicates 'Penthouse' copy sales are lower than stated by publisher. FTR. *20 My/8*
Penthouse sues Playboy over 'false reports.' LMN. *27 My/1*
Penthouse International still considering buying 'Photo World' from Downe Communications. LMN. *27 My/63*
Murray Roffis resigns at Penthouse. LMN. *3 Je/61*
Penthouse to seek Playboy injunction. *17 Je/52*
PENTON PUBLISHING CO.
Penton president elected chief exec. LMN. *8 Ap/65*
Penton buys Reinert. *23 S/107*
Penton to enter radio with Florida purchase. *11 N/74*
Penton Publishing reports income rise for third quarter. *25 N/48*
'PEOPLE'
'People' role: Reporting on personalities. B. Donath. *18 F/47*
'People's' readers like it, Time says; ad jury is still out. *18 Mr/3*
Time record gains laid to successful launch of 'People.' *22 Ap/4*
'People' raising circ. guarantee and page rates. LMN. *20 My/107*
Time assigns 'People' account to Y&R. LMN. *29 Jl/53*
'People' raising cover prices. LMN. *23 S/111*. Correction: *14 O/68*
Time Inc. promotes holiday 'People' subscriptions. Adbeat. *18 N/202*
PEOPLE UNITED TO SAVE HUMANITY (PUSH)
Avon Lady is changing; new youth, black drive. L. Baltera. *3 Je/1*
PEPPERIDGE FARM, INC.
Pepperidge Farm items roll out. LMN. *4 F/49*
Pepperidge Farm tests coffee cake. LMN. *1 Ap/55*
Pepperidge Farm tests candy lines. *24 Je/73*
Pepperidge muffins bow. *21 O/31*
PEPSICO INC.
New entries fail to dent diet market. *1 Ap/8*
Tab refigures calories; ads say it's now one per 16 ozs. *15 Ap/27*
Burnett gets RC nod as Pepsi shifts execs. Coke tries a new theme. N. Giges. *8 Jl/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/163*
Coke & Pepsi ready game promotions. LMN. *7 O/99*
Diet Pepsi gets new ad campaign. *28 O/4*
Price council gets PepsiCo to cut cost of diet drinks. *11 N/1*
Coca-Cola & Pepsico step up marketing of soft drinks in plastic bottles. FTR. *25 N/8*
Soft drinks attack sugar hikes with couponing. *2 D/1*
PERDUE INC.
Chicken marketers broaden ad efforts. *24 Je/20*
PERFORMANCE CONSEIL
Conseil shop hikes client's sales via a new market segment . . .cats. R. Bechtos. *29 Jl/22*
PEROT, H. ROSS
H. Ross Perot flounders in advertising matters, too. *11 Mr/34*
PERSONAL CARE PRODUCTS
See TOILETRIES
PERSONAL CARE APPLIANCES
Lady Schick, Yardley tie in for spring. Adbeat. *25 F/154*
Gillette assigns curling iron account to Grey-North. LMN. *29 Ap/75*
Schick sets $2,000,000 gift-givers ad campaign. *6 My/8*
Gillette supporting personal care appliances with fall national adv. LMN. *27 My/63*
Curling irons are back; big Yule push planned. L. Baltera. (Roundup of the curling iron market.) *3 Je/18*
Alberto tests rollers. *3 Je/46*
'Professional' hair dryer will be major Yule item. T. Rowan. *22 Jl/4*
Hint Gillette phasing out its Purr detangler. *9 D/6*
PERSPECTUS INC.
Perspectus subsidiary pushes tennis match. *26 Ag/196*

PERTSCHIK, MICHAEL (author)
How effective is the new FTC? (View from Capitol Hill by Michael Pertschik, and view from the industry by Samuel Thurm.) *9 D/17*

PESTICIDES
Bow set for Shell's new insecticides. *21 Ja/8*
Deep Woods Off! buy spray set for April bow. LMN. *4 F/1*
d-Con, Raid shift to safety tops for entire lines. *25 F/168*
Sterling Drug sets new d-Con spots. Adbeat. *8 Ap/61*
FTC releasing settlements to Union Carbide & Hercules about warning statements on pesticides. LMN. *6 My/81*
Realex introduces two insecticides. Adbeat. *3 Je/57*
EPA urged to standardize pesticide labeling cautions. *10 Je/60*
EPA moves to ban Shell pesticides. *19 Ag/16*
S. C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*
CPC Brazil unit begins first insecticide launch. *23 D/30*

PET CARE PRODUCTS
Miller-Morton sets new collar entry. *7 Ja/8*
Miller-Morton files complaint with EPA against Lambert-Kay's Sergent Bloomin' Flea dog collar. LMN. *29 Ap/75*
Lambert-Kay says settlement was on ads, not labeling. *3 Je/37*
Lambert-Kay drops claims for flea collar in settlement. N. Giges. *13 My/98*
Miller-Morton contributing to local humane societies. Adbeat. *17 Je/108*
Chesebrough-Pond's testing pet care product. LMN. *7 O/99*
Yesterday's Alpo — it's East side, West side, all around the town. J. Foxworth. *25 N/34*
French drops pet supplies, keeps snacks. *23 D/23*

PET FOOD
Prices don't hurt Canadian cats; food sales climb. *21 Ja/35*
Which ad attracted more readers? J. Rock. (Readership scores of 4 Gaines-burger ads.) *21 Ja/51*
Moist Meals set to get big tv, print push. *28 Ja/12*
Ralston's Choice Morsels set for net tv ads. LMN. *4 F/1*
Quaker Oats readies Ken-L-Ration Burger & Egg moist dog food. LMN. *11 F/65*
Pet food dollar sales rose 16.5% last year. J. Maxwell Jr. (Includes charts covering pet food sales by type of product and market share by co. and brand.) *25 F/146*
General Foods tests Hale & Hearty dry dog food. Adbeat. *25 F/154*
General Foods promotes Gaines Gravy Train as tastier. Adbeat. *25 F/154*
French sets cheese-flavor dog treats. LMN. *25 F/163*
Cupboard Love cat food bows. *18 Mr/29*
Small size Alpo fights Mighty Dog. *18 Mr/77*
Snoopy signs up for dog treat line. *25 Mr/4*
Spoonfuls national roll tops Purina pet parade; see 20% ad budget hike. L. Edwards. *29 Ap/1*
Substantiation for pet food claims is on public record. LMN. *13 My/93*
General Foods introducing nationally Gainsburgers with egg. Adbeat. *17 Je/108*
Star Kist foods testing 9-lives semi-moist cat food in Ft. Wayne. LMN. *17 Je/123*
Conseil shop hikes client's sales via a new market segment . . . cats. R. Bechtos. *29 Jl/22*
Quaker Oaks beginning national rollout of Ken-L-Ration Burger'n Eggs. LMN. *5 Ag/43*
Ralston going national with Freakies, Meow Mix. LMN. *12 Ag/1*
Skippy dog food sets N.Y. launch; Laddie Boy gets tv. *12 Ag/24*
Mickey Mantle promotes Bow Wow dry dog good. Adbeat. *2 S/44*
Pet food sales $2.1 billion, SAMI says. *30 S/82*
Nefco going consumer with Ship Ahoy frozen fish line. (Also, Nefco launches ad effort for Kitty cat food.) *14 O/8*
Quaker, Ralston vie for semi-moist leadership; Star-Kist tests entries. L. Edwards. *21 O/2*
Cat Chow to PGI, creator of 'chow chow'. *11 N/8*
Jim Dandy testing Puppy Love entry. *2 D/46*
Carnation in-home tests birth control pet food products. *2 D/72*
Lipton's Tabby Tender Bits rolls out. LMN. *16 D/77*
French drops pet supplies, keeps snacks. *23 D/23*
Nabisco introduces Milkbone Tasty Twosomes cat food. LMN. *30 D/25*

PET INC.
Pet tests "natural" pourable dressings. LMN. *21 Ja/73*
Kellogg rolls out Country Morning; other 'naturals' gear up for moves. L. Edwards. *4 Mr/3*
Pet launches first corn natural cereal. *18 Mr/12*
Pet's Old El Paso unit names Workshop West. LMN. *1 Ap/55.* Correction: *15 Ap/56.*
Dittos challenge P&G's Pringle's. *20 My/82*
Stuckey ads promote travel messages. *17 Je/71*
Pet in test with Heartland natural syrup. LMN. *24 Je/1*
Pet unit tests frozen bread, breakfast fare. (Also, Mountain Pass adds to Old El Passo line.) *29 Jl/55*
Nabisco, Pet test new hot natural cereals. L. Edwards. *14 O/2*

PETCAVAGE, AL (author)
So what does it profit a man to gain a computer analysis and lose impact? *18 N/107*

PETER PAUL INC.
Costs imperil 15¢ bar as candy makers wonder: Is chocolate obsolete? *8 Ap/3*
Hershey, Nestle battle rising costs — each in their own way. *16 S/50*
Hershey, Nestle launch chocolate-flavored chips. *23 D/25*

PETERS, PATRICK J. (author)
Sweepstakes stirs Libby sales and broker force. *14 O/43*

PETERSEN PUBLISHING CO.
Petersen awards Car of the Year to Ford's Mustang II. FTR. *21 Ja/8*
Petersen mulls sports magazine. LMN. *21 Ja/73*
Fawcett's 'True' headed for Petersen stable. LMN. *1 Jl/1*
Petersen is set to turn 'True' around; purchase near. B. Donath. *8 Jl/2*
Petersen signs contract buying 'True' from Fawcett. LMN. *12 Ag/57*
Petersen plans revitalized 'True.' H. Bernstein. *9 S/62*

PETERSON, NADEEN
Nadeen Peterson will move to K&E. *4 Mr/6*

PETERSON, PETER G.
Public distrust negating oil ad efforts: Peterson. *1 Jl/8*

PETROLEUM ENGINEER PUBLISHING CO.
Petroleum Engineer Publishing joins Soviet trade group to publish 'Petroleum Engineer' in Moscow. FTR. *7 Ja/8*

PEUGEOT, INC.
Peugot denies switch to Pampuzac shop. LMN. *21 Ap/1*
Citroen, Peugeot merge. *1 Jl/58*
Peugeot names VanLeeuwen Advertising. FTR. *8 Jl/8*

PFIZER, INC.
Pfizer picks Klemtner. *4 Mr/16*
Ben Gay gel gets nat'l launch. LMN. *25 Mr/115*
Pfizer '73 sales up, but consumer units grew least. *22 Ap/40*
Eyewash entries tout packaging in move to dislodge market leaders. C. Geraghty. *8 Jl/1*
Dina Merrill & Coty division ended association. Adbeat. *5 Ag/39*
Top 100 national advertisers 1973 marketing report. *26 Ag/163*
Pfizer's Leeming division tests House in Bloom plant care centers. LMN. *23 D/25*

PHARMACEUTICAL MANUFACTURERS ASSN.
St. Regis, PMA win 'SR/W' honors. *17 Je/81*

PHARMACRAFT
Pharmacraft launches better America contest. *16 S/33*

PHILADELPHIA MUSIC WORKS
A young trio discovers how to bust into ad business. A. Mark. *15 Ap/42*

PHILCO-FORD CORP.
White buys Philco line. *28 Ja/8*
White, Philco talks mutually terminated. *25 Mr/117*
GTE Sylvania and Philco-Ford combine in home entertainment sales & distribution. FTR. *14 O/8*
Tv makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*

PHILIPS, N. V.
Philips & MCA reach long-term agreement for sale of optical video disc player. FTR. *30 S/8*
MCA/Philips video system for in-home tv due next fall. J. Forkan. *7 O/1*
RCA hopes to beat Philips/MCA in race to market video disc system. J. Forkan. *14 O/4*

PHILIPS BUSINESS SYSTEMS
See NORTH AMERICAN PHILIPS CORP.
PHILLIPS/ALOGNA ASSOCIATES
Phillips/Alogna quarter profits rise. *10 Je/52*
PHILLIPS PETROLEUM CO.
Nets spurn Phillips tv spot; Amoco sets 'checkers' drive. *11 Mr/1*
Gasoline supplies on the rise, but ad efforts are still scarce. T. Rowan. *15 Jl/3*
PHOTOCOPYING
Dual-marketed products get separate ad strokes. S. Feldman. *28 Ja/10*
Copyright infringement case leaves photocopying question unsettled. S. Diamond. *14 Ja/36*
New paper marketed by Calspan & Ludlow cos. not legibly copied. Adbeat. *23 S/107*
'PHOTO WORLD'
'Photo World' to get new publisher; Downe will drop U.S. license. LMN. *15 Ap/59*
Penthouse International still considering buying 'Photo World' from Downe Communications. LMN. *27 My/63*
PHOTOGRAPHY
Kodak to tout Bicentennial with photos. *28 O/71*
PHYSICIANS
See DOCTORS
'PHYSICIANS WORLD'
'Physicians World' revamps staff and format. Adbeat. *14 Ja/57*
'Physicians World' guarantees advertisers minimum ad page exposure. Adbeat. *27 My/60*
PICKER CHEMICALS
Picker Chemicals moves account to Brand Advertising. LMN. *1 Jl/55*
PIEL BROS.
Piel Bros. radio campaign will use impersonations of Edward G. Robinson, W. C. Fields and others. Adbeat. *1 Ap/51*
PIERCE, FREDERICK
Pierce gets job of taking ABC out of ratings hole. M. Christopher. *28 O/72*
PILLSBURY CO.
Pillsbury turnaround: Bundt rises at P&G expense. L. Edwards. Marketing profile. *21 Ja/1*
Pillsbury withdraws Busy Day from market. *4 F/8*
Pillsbury Playthings expands line of Poppin' Fresh dolls. Adbeat. *4 Mr/49*
Pillsbury distributes nationally large cans of Funny Face drink mix. LMN. *29 Ap/75*
Poppin' Fresh pops up as new mix brand. *6 My/8*
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*
Pillsbury going national with Buttermelts. LMN. *10 Je/63*
Marketing trends: Advertised promotion grows apace; premium takes on new roles. R. Bowman. *24 Je/50*
Pillsbury Co. shifts frosting mixes from BBDO to Leo Burnett Co. FTR. *1 Jl/8*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
General Mills hopes to score with a Bundt (foul or fair?) *26 Ag/8*
Top 100 national advertisers 1973 marketing report. *26 Ag/163*
Pillsbury moves national with Frost 'n Swirl. LMN. *16 S/1*
Inflation changing consumer buying, Pillsbury reports. *23 S/2*
Pillsbury confirms deal with Mrs. Smith's for test marketing new frozen donut line. FTR. *21 O/8*
Pillsbury will market new coffee filter pack. *21 O/37*
Welch, Pillsbury ready first frozen donut items. L. Edwards. *11 N/1*
Pillsbury & Kraftco supply data to FTC on supermarket dairy case space competition. FTR. *18 N/8*
Drip coffeemaker sales spur filter pack drive. *25 N/8*
Pillsbury sets openings in Chicago for pie shops. *30 D/25*
PINOVER PUBLICATIONS
Pinover books sold. *25 Mr/120*
PIPER AIRCRAFT CORP.
Why fuel crunch didn't ground Piper. *14 O/76*
PITTSBURGH PRESS CO.
Pittsburgh Press losses climb as strike lingers on. *6 My/8*
Pittsburgh Post-Gazette and Press resumes publication. FTR. *20 My/107*
PIZZA
Quaker expands Celeste. *7 Ja/58*
Totino's pizza promotion prevents payoff. L. Edwards. *28 Ja/3*
Straw Hat Pizza Parlors launch campaign. Adbeat. *1 Ap/51*
PIZZA HUT INC.
Pizza Hut to boost budget to $8 million. M. Maples. *2 D/14*
PLANT, ALFRED L.
Advertisrs and agency men examine magazines — today and tomorrow. (Comments by Mr. Plant.) *18 N/184*
PLAPLER, LARRY (author)
Some famous spokesmen — and how to use them in ads. *15 Ap/38*
PLASTICS
Three Colgate items in test; (Two shampoos and Baggies lunch bags.) LMN. *11 F/65*
Coke set to launch all-plastic bottles; tests large-mouth. *22 Ap/12*
Glad plastics wraps & bags celebrating 10th anniversary. Adbeat. *13 My/89*
Glad sandwich bags promoting back-to-school offers. Adbeat. *5 Ag/39*
C-P Rack-Sack moving national. *5 Ag/45*
Plastic bottle growth. *7 O/80*
Foster Grant uses nostalgia for polystyrene print drive. *4 N/39*
Coca-Cola & Pepsico step-up marketing of soft drinks in plastic bottles. FTR. *25 N/8*
PLAYBOY ENTERPRISES
Playboy unit assigned to Spiro & Assoc. LMN. *28 Ja/1*
'Playboy' paid circ. down. LMN. *11 F/65*
Playgirl sues Playboy. *25 F/147*
'Playboy' to launch campaign for serial, "All the President's Men." FTR. *15 Ap/8*
'Playboy' boosts price to $1.25 with July issue. *6 My/84*
Penthouse sues Playboy over 'false reports'. LMN. *27 My/1*
Penthouse to seek Playboy injunction. *17 Je/52*
Playboy Clubs get local slant in bid to pad sagging profits. *24 Je/67*
'Playboy' considering test of new sports magazine. LMN. *12 Ag/57*
'Playboy's' average circulation & profits both reach new lows. FTR. *2 S/8*
Playboy Enterprises reports rise in revenues, drops in net income. FTR. *9 S/8*
'Oui' raises cover price. *23 S/62*
'Playboy' pre-tax profits declined. FTR. *4 N/8*
'Playboy' sets ad record. *11 N/78*
Playboy, Playgirl settle. *18 N/220*
'Playboy' rates to rise. *25 N/49*
Japanese-language edition of 'Playboy' to be published. FTR. *16 D/8*
'Playboy' wins again — court stops Brincat's use of HMH trademarks. S. Diamond. *23 D/18*
Two outside directors resign at Playboy. FTR. *30 D/12*
PLAYGIRL INC.
'Playgirl' sues 'Playboy'. *25 F/147*
'Playboy', 'Playgirl' settle. *18 N/220*
PLAZA GROUP
Foreman-Ali fight ad tie-ins to include rotating ring posts. *24 Je/73*
Oil marketers readying service station promos. L. Haugh. *5 Ag/1*
Plaza Group using direct mail to sell mini-calculators. Adbeat. *23 S/107*
Plaza Group finds lack of interest by merchandising licensees for Foreman-Ali fight. FTR. *30 S/8*
PLYWOOD MINNESOTA
Ad decries Du Pont hikes. *30 S/24*
Plywood Minn. hits DuPont again via open letter ad. *4 N/70*
POETRY
Ads, like poetry, use rhythm, ambiguity to sway us: Hayakawa. S. Hayakawa. *19 Ag/36*
It pays to advertise. (Poem by George Hecht.) *23 D/18*
POEY, RICHARD D. (author)
How (how much) you should pay for good industrial advertising today. *17 Je/24*
POINT COMMUNICATIONS
Tracy-Locke forms Point Communications. FTR. *18 Mr/8*
POINT-OF-PURCHASE
See SALES PROMOTION

POINT-OF-PURCHASE ADVERTISING INSTITUTE
Taub honored by POPAI. *13 My/27*
Morrissey heads POPAI. *20 My/82*
POPAI taps Kawula. *16 S/33*
AMC and Display Corp. top list of POPAI award winners. *2 D/46*
POLAROID CORP.
Polaroid boosts '74 consumer ad budget. LMN. *14 Ja/1*
Polaroid to spend a lot — $11,000,000, for instants. *11 Mr/10*
Kodak, Polaroid set $1,500,000 Canadian efforts. *25 Mr/12*
Polaroid sets fall multi-media push for Zip. LMN. *29 Jl/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/165*
Polaroid offering calculator with film purchase. FTR. *16 S/8*
Polaroid sets efforts for SX-70, new Model 2. *16 S/26*
Polaroid offering Aurora race car set as promotion. Adbeat. *28 O/67*
POLITICAL ADVERTISING
Ohio ACLU seeks lift of suburb political ad ban. *14 Ja/28*
Britian's Liberal Party running newspaper ads; opponents say it's illegal. M. Kallenbach. *25 F/3*
Dem. won in Michigan with tv-less ad campaign. F. Danzig. *25 F/4*
A swing back to sanity? Editorial. (Television is not always necessary nor successful in political advertising.) *4 Mr/14*
L&N named in probe of political funds. *1 Ap/56*
Army narrows ad inquiry to payment rates. *20 My/1*
Australian election stirs controversy over political ads. *10 Je/24*
California election fund limit may crimp political ad drive. *17 Je/2*
Political freedom in adland. Editorial. (AA lauds Bill Bernbach's position encouraging ad people to partake in political campaigns, but asks that they exercise some caution.) *17 Je/16*
Proposing a new kind of political ad. R. Kapnick. *17 Je/107*
Gov. Wallace direct mail effort builds war chest. *24 Je/18*
High Court rulings weaken advertisers' access demands. *1 Jl/3*
Candidate for sheriff in California using John Wayne outdoor posters for advertising. Adbeat. *1 Jl/53*
Samuels leads line; Altman Stoller up. *29 Jl/34*
Cal. candidates agree to ad limits. *5 Ag/2*
A lid on election spending. Editorial. (California gubernatorial election may be the pacesetter to limit campaign fund-raising and excessive expenditures.) *12 Ag/10*
Interpublic had big role in Rocky's campaigns. *26 Ag/2*
Agenices for N.Y. governor's race tread narrow post-Watergate path. B. Donath. *26 Ag/214*
King denies 'clout' secured Illinois lottery ad account. N. Green. *26 Ag/216*
Suit filled against Maryland governor for mis-use of accident victim in highway safety campaign film. FTR. *28 O/8*
Israel of Wash. Post calls broadcast meeting to curb political spots. *2 D/4*
Political ads not all bad. Editorial. (Political tv spots are one influence that create interest in an election campaign, so moderation, not prohibition is a happy medium. *16 D/12*
GOP readies ads aimed at uncovering recruits. *16 D/20*
Republicans split on need for tv effort. *23 D/3*
POLITZ, ALFRED (author)
Things to know about research and excess power of large groups. *4 N/59*
POLLUTION
See ENVIRONMENTAL PROTECTION
PONTIAC MOTOR DIVISION
Ads for bigger cars now starting to stress virtues of fuel economy. R. Gray. *4 F/3*
Pontiac ready with mileage ads; other late news. LMN. *25 F/163*
Auto makers pouring ad fuel on very chilly sales situation. R. Gray. *4 Mr/3*
NASCAR to conduct Pontiac fuel economy run. LMN. *11 Mr/57*
Car makers push non-EPA mile test. *18 Mr/6*
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Keep it clean. Editorial. (Public service ad campaigns created by the Ad Council may be tainted by agencies and clients who abuse monetary guidelines.) *11 N/16*
Boost your image promoting good causes. E. Mahany. *11 N/46*
Colgate-Palmolive repeats "Help young America" promotion. Adbeat. *11 N/68*
Burger Chef participates in UN "Treat of Life" program. Adbeat. *11 N/68*
Cookie Monster of Sesame Street tells children to eat balanced diet. *18 N/202*
UNICEF offers 'Spare A Bite' ad. *25 N/43*
Dallas readies anti-crime ads. *23 D/24*

PUBLICKER DISTILLERS PRODUCTS
Publicker sets push. *23 S/109*

PUBLISHERS
See MAGAZINES
Individual Publishing Cos.

PUBLISHERS CLEARING HOUSE
Direct marketing scene is viewed by DMMA chairman Lou Kislik. B. Stone. *5 Ag/25*
Personal care items popular with collegians, survey finds. *21 O/66*

PUBLISHERS INFORMATION BUREAU
PIB members' ad revenues up 1st quarter of '74. FTR. *29 Ap/8*
Magazine ad revenue drops in April '74. Adbeat. *17 Je/100*
Magazine ad revenues for six months '74 showed an increase. Adbeat. *22 Jl/71*
Magazine ad pages, revenues continue up. *16 S/67*
PIB says magazine revenues up, pages lag. *7 O/90*

PUBLISHING INDUSTRY
How to ease the publishers, postal problem. C. Windsor. *13 My/46*
More rate hikes, paid lists ahead in publishing: Emery. *24 Je/8*
Publishers face stronger reaction for failure to call fraudulent ads. S. Cohen. *1 Jl/4*
MPA panel cites perils of publishing in Europe. R. Crain. *28 O/74*
Ten magazine publishers who won top honors. G. Allen. *18 N/134*
Publisher 'squawks' clarified. G. Hite. *18 N/201*
Publishers seek firm House stand on 'privacy' issue. LMN. *25 N/53*

'PUCK'
'PUCK' touts readership study; says most kids, adults pore over comics. *8 Jl/62*

PUERTO RICO
Puerto Rico top spender for tourism *21 O/95*

PUFFERY
Guidelines emerge as NARB rules out Fram ad 'puffery.' N. Giges. (Fram Corp. oil filter advertising found to be misleading.) *18 F/1*

PULITZER PUBLISHING CO.
Justice Dept. seeks breakup of newspaper-owned stations. S. Cohen. *7 Ja/1*

PULSE INC.
Pulse adds 'PulsePoll' to its usual broadcast research inquiries. Adbeat. *25 Mr/103*
R. Roslow named Pulse president; new service set. *10 Je/8*
Phoenix, Philadelphia good for product trial. *28 O/24*
Pulse reports new data. *11 N/53*

PUPILLOGRAPHY
Pupillometer measures consumer interest in ads. *11 Mr/53*

PUPPETS
A&P testing two efforts for big consumer drive. (Also, Kukla, Fran & Ollie Kuklapolitan players being used in consumerism campaign for A&P.) *23 S/1*

PUREX CORP.
Purex tests laundry pre-wash spot remover. LMN. *22 Jl/75*
Purex to use Rosie Grier in new PolyStick ads. LMN. *30 S/91*
Purex begins major ad push for PolyStik. (Rosie Grier as spokesman.) *7 O/12*
Third of Purex 'poly' products ready for test. *28 O/72*
Purex suit date reset. *18 N/6*

PUSH PIN STUDIOS
Push Pin's graphic impact growing. *12 Ag/45*

PUTMAN PUBLISHING CO.
'Baking Industry' sold to Putman; Smith named to direct. *29 Jl/53*
Putman reduces page size. FTR. *2 D/8*

QUAKER CITY CHOCOLATE & CONFECTIONARY CO.
Warner-Lambert buys Quaker City Chocolate & Confectionary Co. FTR. *14 Ja/8*

QUAKER OATS CO.
Quaker expands Celeste. *7 Ja/58*
Prices don't hurt Canadian cats; food sales climb. *21 Ja/35*
Totino's pizza promotion prevents payoff. L. Edwards. *28 Ja/3*
Moist Meals set to get big tv, print push. *28 Ja/12*
Kraftco, Quaker, Milton Bradley urge NARB role. LMN. *4 F/49*
Quaker Oats readies Ken-L-Ration Burger & Egg moist dog food. LMN. *11 F/65*
Quaker Oats touted as meat stretcher. *18 F/69*
Quaker's Burry division introduces new cookies. *18 F/70*
Quaker Oats test oatmeal cookie mix and muffin mixes. LMN. *25 Mr/115*
Spoonfuls national roll tops Purina pet parade; see 20% ad budget hike. L. Edwards. *29 Ap/1*
New black soap opera begins airing April 29. *29 Ap/77*
Quaker's Life moves to BBDO; DDB off roster. *27 My/8*
Many gripe at proposed ban on premiums; Quaker likes it. *10 Je/1*
Quaker Super Plus set; hot 100% Natural slated. *17 Je/1*
Stage is set for premium ad ban battle. *17 Je/124*
Quaker Oats beginning national rollout of Ken-L-Ration Burger'n Eggs. LMN. *5 Ag/43*
Top 100 national advertisers 1973 marketing report. *26 Ag/167*
Quaker Oats plans hot cereal entry. LMN. *23 S/111*
Nabisco, Pet test new hot natural cereals. L. Edwards. *14 O/2*
Quaker, Ralston vie for semi-moist leadership; Star-Kist tests entries. L. Edwards. *21 O/2*
Quaker retests mixes. *28 O/56*
Quaker sees lower Yule sales for toys. *18 N/217*
Quaker Oats tests Premium Beef Extender. LMN. *25 N/53*
Quaker names new exec vps. *23 D/25*

QUANT, MARY COSMETICS
New crayon shape creates a cosmetics boomlet. L. Baltera. *25 F/140*
Mary Quant turns to wines with launch of line in U.K. L. Baltera. *7 O/99*

QUARLES, JOHN R. (author)
'Fundamental' changes needed for energy conservation success. 11 N/16

QUASAR ELECTRONICS CORP.
Treadmill of ad costs cited in Motorola's sale of Quasar. *18 Mr/3*
Quasar breaks first ad drive since spinoff. *1 Jl/56*
Clinton E. Frank states it has retained Quasar Electronics, while Quasar denies making a decision. FTR. *12 Ag/8*
Shops question search as Quasar retains Frank. T. Rowan. *26 Ag/8*
Zenith files suit against Japanese marketers. *30 S/80*
Tv makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*

QUEEN CASUALS
Kane sues Queen Casuals for ad idea. LMN. *25 Mr/115*

QUINLAN KEENE PECK & McSHAY
Quinlan buys Marcom. *29 Ap/4*

QUINN & JOHNSON
Stride Rite selects Quinn & Johnson. LMN. *7 Ja/1*

RCA CORP.
Big advertisers not cutting budgets in energy crunch. AA Roundup. *4 F/27*
RCA breaks ads for '75 line; drops instant on. LMN. *1 Ap/1*

RCA releasing bluegrass music albums as summer promotion. Adbeat. *3 Je/57*
RCA planning withdrawal of home audio products. FTR. *10 Je/8*
John Denver's RCA album 'Back Home Again' promoted. Adbeat. *8 Jl/60*
Top 100 national advertisers 1973 marketing report. *26 Ag/170*
RCA of Montreal sets buy for '76 Olympics. *9 S/76*
RCA hopes to beat Philips/MCA in race to market video disc system. J. Forkan. *14 O/4*
Tv makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*

RDR ASSOCIATES
RDR offers series. Adbeat. *25 Mr/103*
Lipton names RDR Associates for tv commercial monitoring. FTR. *22 Jl/8*

RJR FOODS INC.
Wilson to head RJR Foods. *4 F/54*
RJR to break ads for revamped Chun King in fall. LMN. *13 My/93*
RJR revamps Chun King to fight La Choy. *8 Jl/61*
RJR Foods offers refund on Chun King Oriental Foods. Adbeat. *18 N/202*

RKO GENERAL
Mets viewers low income? WOR/Nielsen study says no. *13 My/74*
KORK may lose license; WNAC set for renewal. J. Revett. *1 Jl/2*

RADIO ADVERTISING BUREAU
RAB, 'Enquirer' use Three Sigma services. *11 Mr/52*
Radio set sales decrease in 1973. Adbeat. *29 Ap/72*
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
Viands heads unit to seek standards for radio rate card. *23 S/92*
Radio Ad Bureau promotes radio as good ad medium. Adbeat. *25 N/56*. Correction: *16 D/80*.
RAB promotes radio as inflation fighter media. LMN. *23 D/25*

RADIO
CBC studies phaseout of radio spots. N. Cotter. *4 F/20*
FCC to reconsider radio power cut ruling. *11 F/69*
Airtemp revives radio hits. *4 Mr/4*
Media men's verdict on '74 last quarter: Upbeat. AA Roundup. *18 Mr/4*
ARB's Arbitron radio ratings survey '63 markets. Adbeat. *18 Mr/73*
FCC warns stations about promotion contests. LMN. *18 Mr/77*
Torbet releases results of radio rep poll. Adbeat. *25 Mr/103*
ABC Radio seeks tv money with 'appleorange.' *1 Ap/4*
Smaller radio stations vie for farm ad dollars. N. Howard. *15 Ap/28*
With radio drama success, Brown shides former critics. *13 My/26*
Direct satellite-to-receiver tv will spur Third World advertising. A. Stridsberg. *20 My/27*
"When a Girl Marries" radio soap opera recreated. Adbeat. *27 My/60*
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*
Bill to widen fm radio use gets support. *29 Jl/16*
Radio turns to interruption these new, different ways. W. Tyler (Tyler picks top ten radio commercials.) *5 Ag/23*
Cat's Paw Rubber Co. returns to network radio. Adbeat. *5 Ag/39*
U.K. expected to halt commercial radio growth. *9 S/30*
Viands heads unit to seek standards for radio rate card. *23 S/92*
Retail media mix as it looks to an agency man. I. Barnett. *30 S/28*
Radio digs in to sell to retailers. V. Cremona. *30 S/39*
Retail direct mail is only tip of direct marketing iceberg. R. DeLay. *30 S/65*
Hunter urges incentives to spur Canada spot content. *4 N/8*
NBC, Mutual radio nets revise non-affiliate fare. J. Forkan. *11 N/20*
U.K. 1st year of commercial radio is rocky. M. Kallenbach. *2 D/72*
Here are six things wrong with national spot radio. M. La Terre. *9 D/49*
Radio Advertising Bureau breaks "ad-flation" promotions. LMN. *23 D/25*
More drama on network radio expected. Adbeat. *23 D/23*
Pioneer hikes spending on fm rock music show. J. Forkan. *30 D/26*
Screen Gems exec calls for formation of 'am only' group. *23 D/25*

RADIO SETS
See AUDIO EQUIPMENT

RADIO SHACK
Booklet on history of electronics available from Radio Shack. Adbeat. *5 Ag/39*

RADIO STATIONS
FCC fines KCBQ. *7 Ja/30*
WEEI goes all-news. *4 F/32*
FCC rules WFAB radio, Florida, should lose license for swindle. FTR. *20 My/8*
Blair expects smaller rise in b'cast income. *10 Je/54*

RAGU FOODS
Ragu Foods test Italian cooking sauce. Adbeat. *14 Ja/57*

RAILROADS
Trains need image revamp, group hears. *29 Ap/79*

RAINBOW PUBLICATIONS INC.
Rainbow sets launch of two bi-monthlies. *13 My/62*

RALSTON PURINA CO.
Prices don't hurt Canadian cats; food sales climb. *21 Ja/35*
Moist Meals set to get big tv, print push. *28 Ja/12*
Ralston's Choice Morsels set for net tv ads. LMN. *4 F/1*
Spoonsfuls national roll tops Purina pet parade; see 20% ad budget hike. L. Edwards. *29 Ap/1*
Ralston readies candy line rollout. LMN. *3 Je/1*
Ralston readies major marketing bid for chunk of confectionery business. L. Edwards. *17 Je/3*
Van Camp division relocating in San Diego. LMN. *22 Jl/8*
Ralston going national with Freakies, Meow Mix. LMN. *12 Ag/1*
Ralston Purina, WRG team up to test a new 16mm stock. A. Bellaire. *12 Ag/34*
Top 100 national advertisers 1973 marketing report. *26 Ag/168*
Freakies cereal characters inspired by WRG employees. Adbeat. *7 O/94*
Quaker, Ralston vie for semi-moist leadership; Star-Kist tests entries. L. Edwards. *21 O/2*
Cat Chow to PGI, creator of 'chow chow'. *11 N/8*
Ralston consolidates consumer products group operations into new unit. LMN. *25 N/53*
Ralston '74 sales top $3 billion; earnings rise 17%. *16 D/62*

RAMADA INNS
Ramada breaks new ad campaign. Adbeat. *18 N/202*

RAND-MCNALLY CO.
Fuel crimp takes toll of road maps; oil companies try new approaches. *15 Ap/3*

RAPID-AMERICAN CORP.
Top 100 national advertisers 1973 marketing report. *26 Ag/169*

RATHER, DAN
No sponsor pressure in Rather move: Admen. M. Christopher. *2 S/2*

RAUSCHER, WALTER
American Airlines' ex-exec sentenced. *11 Mr/4*
Sheraton taps Rauscher. *9 S/26*. Correction: *30 S/74*

RAWLINGS SPORTING GOODS CO.
Rawlings Sporting Goods breaks ads for tennis racket. Adbeat. *1 Jl/53*

RAWLINGS, WILLIAM E.
Rawlings joins Gillette. FTR. *27 My/8*

RAZOR BLADES
See SHAVING EQUIPMENT

READER ACTION PROFILE
Three Sigma Research Center contacting magazine publishers in support of Reader Action Profile. FTR. *2 S/8*

READER'S DIGEST ASSN. INC.
'Reader's Digest' predicts good year. Adbeat. *21 Ja/58*
'RD' revenues rise for overseas group. *25 F/149*
'RD' cleared in B.C. false advertising case. *4 Mr/41*
'RD' boosts ad rates. Adbeat. *18 Mr/73*
Car/Puter charges 'RD' conspiracy for refusal of ad. *1 Ap/60*
Hitesman out as 'RD' chief. *20 My/8*
'RD' studies options to counter cost increases. B. Donath. *27 My/16*

Basic people knowledge is key to good ads. Elliot says. (John Elliot lauds 'RD.') *3 Je/12*
George Grune resigns post as ad director for Reader's Digest U.S. sales of international editions. LMN. *15 Jl/85*
Dangler leaves 'RD' for new Vision marketing post. LMN. *22 Jl/1*
Stem postal rate hikes with U.S. funding: RD. *7 O/3*
'Reader's Digest' raises subscription and cover price. FTR. *7 O/8*
'Reader's Digest' carries special frozen food ad section. Adbeat. *14 O/116*
'Digest' hikes rates again. *11 N/4*
READERSHIP SURVEYS
New Simmons boss orders moves to hike recovery rate. J. Forkan. *28 Ja/2*
Meredith magazine backs Doane study. *11 F/51*
Audit Bureau of Circ. plans newspaper readership data. FTR. *18 F/8*
Audits & Surveys plans study of 16 magazines. *10 Je/4*
Magazine studies too broad to be useful: ANA. B. Donath. *5 Ag/10*
Which ad attracted more readers? J. Rock. (Readership scores of 2 American Tourister ads.) *4 Mr/38*
Which ad attracted more readers? J. Rock. (Readership scores of 2 Camel ads.) *22 Ap/56*
Which ad attracted more readers? J. Rock. (Readership scores of 2 Kraft salad dressing ads.) *20 My/94*
Bill Simmons to conduct a prototype Reader Action Profile syndicated magazine study. LMN. *17 Je/123*
'Puck' touts readership study; says most kids, adults pore over comics. *8 Jl/62*
Simmons study on way; A&S, Sindlinger halted. *15 Jl/8*
Researchers attack ANA critique; say studies tailored to client wishes. B. Donath. *12 Ag/2*
Which ad attracted more readers? J. Rock. (Readership scores of 2 Parker Pen ads.) *12 Ag/31*
ANA report is a warning. Editorial. (Magazine readership surveys cause such controversy, warnings should be given to publishers and research organizations that reports will be subjected to critical scrutiny.) *19 Ag/12*
GIGO coming back to haunt admen. S. Bernstein. (Magazine readership surveys are more reliable than radio/tv audience figures, owing to audited circulation figures.) *26 Ag/12*
Opinion Research Corp. reveals results of readership study. Adbeat. *26 Ag/206*
Which ad attracted more readers? (Readership scores of Edge Protective Shave ads.) J. Rock. *23 S/77*
Which ad really pulled best? B. Stone. (Reactions to Old American Insurance Co. ads.) *14 O/2*
Which ad attracted more readers? J. Rock. (Readership scores of Johnnie Walker Red ads.) *21 O/65*
Ladyship to Sing Sing, mail surveys grab 'em. P. Erdos. *21 O/65*
Simmons study, partially out, shows some surprises vs. '73. *4 N/4*
'Time' will back search for alternative research. B. Donath. *25 N/1*
See also AUDIENCE RESEARCH
REAGAN, RONALD
Gov. Reagan to get radio show in '75. *25 N/4*
REAL ESTATE
Land sale ads face stricture of GAC case. *8 Ap/53*. See also *1 Ap/8*, FTR.
D.C. real estate ad tacks hit. *8 Jl/61*
Not for whites only. Editorial. (Artwork in real estate ads is one way to reflect racial composition of an area.) *29 Jl/14*
REALEMON FOODS
See BORDEN INC.
REALEX CORP.
Realex introduces two insecticides. Adbeat. *3 Je/57*
REALITE INC.
'Drive!' set to bow in Sunday newspapers. *11 Mr/54*
Realites discontinues English edition. LMN. *1 Ap/55*
REBATES
Pan Am fined by IATA for illegal channeling of coop ad rebates. FTR. *29 Ap/8*
'Family Circle' response offer is no-burner. *30 S/95*
REBO DISTRIBUTORS
Haitian coffee bows. *18 N/130*
RECESSION
See INFLATION
RECLAMATION
Miller trying can, bottle recall effort. *11 Mr/12*
Olympia adds tv to its recycling effort. LMN. *18 Mr/77*
RECORDING TAPE
See AUDIO EQUIPMENT
RECORDS
See ALBUMS
RECREATIONAL VEHICLES
New rec vehicle coalition targets January for ads. *7 Ja/39*
Bendix introduces lightweight travel trailer. FTR. *13 My/8*
Rec groups to stop fuel forecasts in promotional ads. *12 Ag/27*. See also *5 Ag/8*. FTR.
Scout vehicles to get $400,000 net tv campaign. *21 O/26*
Winnebago Industries introduces line of low-price motor homes. Adbeat. *28 O/67*
Open Road Industries features new '75 model ads. Adbeat. *28 O/67*
RECRUITMENT ADVERTISING
Military puts umbrella ad idea on ice; new bids seen. *8 Ap/3*
Army again will review agency setup. J. Revett. *13 My/1*
From halls of Montezuma to the pages of 'Screw'? *1 Jl/59*
Army fighting calls for Justice Ayer pick probe. *26 Ag/216*
Recruitment shop association set. *23 S/54*
Army probe clears Ayer; Justice Dept. gets data. J. Revett.
See also Individual Branches of the Service.
RECYCLING
See RECLAMATION
REDBOOK PUBLISHING CO.
Redbook cuts circ. and raises cover prices. FTR. *8 Ap/8*
'McCall's' blossoming under new ownership; execs cite autonomy. *10 Je/15*
Women want nutrition info: 'Redbook.' *1 Jl/24*
'Redbook' reverses October rate base cut. LMN. *5 Ag/43*
'Redbook,' 'LHJ' trim regional editions. LMN. *16 S/1*
REDUCING EQUIPMENT & SALONS
Body Shaper company sued for 'misleading' weight ad. *20 My/82* See also *19 Ag/51, 26 Ag/215*.
MIKAEL REDMAN GALLERIES
Gallery ads builds artist's image for sale of future work. *23 S/48*
REEVES CINETEL INC.
Teletape buys Reeves. *27 My/64*. Correction: *13 My/23*
REFRIGERATED PRODUCTS
See Individual Product Categories
REFRIGERATORS
Admiral breaks net tv drive for refrigerators. LMN. *20 My/1*
REGAL WARE INC.
Regal Ware account to Scannell. LMN. *18 Mr/77*
REICH VERLAG AG
McGraw-Hill and Swiss group form Reich Verlag. *21 O/92*
REID, TONY
Model Toni Reid gets break at acting through Borden commercial. Adbeat. *17 Je/108*
REINER, S. JAY CO.
Reiner first to subscribe to Identimatch service. Adbeat. *29 Ap/72*
All who play media shops one against one lose: Reiner. *13 My/24*. Correction: *20 My/96*.
Sara Lee shifts spot tv buying to S. Jay Reiner. LMN. *22 Jl/75*
ITT-Continental Baking assigns tv buying for Wonder and Braun products to S. J. Reiner. Adbeat. *4 N/85*
REINHOLD PUBLISHING CO.
Industrial Publishing buys Litton's Reinhold. LMN. *30 S/1*
REITER, HERSHEL, & ASSOC.
FC&B experiments with transactional analysis. Adbeat. *8 Ap/61*
RELIGIOUS ADVERTISING
'Easter Is' sparks requests by kids for mod Christ poster. *13 My/89*
Rev. Moon budgets $300,000 for radio-tv campaign. LMN. *19 Ag/51*
Evangelist group sets $12 million for tv programs. *30 S/84*
Dentsu Advertising handles Rev. Moon's U.S. campaign. Adbeat. *21 O/95*
Religion In American Life support starts. *11 N/69*
Presbyterian faith breaks ads. Adbeat. *23 D/23*
REMINGTON ARMS CO.
Remington Arms distributes pr short on hunting. Adbeat. *18 N/202*

RENAULT INC.
Renault business moves to McCaffrey. LMN. *2 S/1*

RENFIELD IMPORTERS LTD.
Renfield Importers moves account to Bozell & Jacobs. FTR. *21 Ja/8*
Renfield efforts set. *28 O/68*
Duff Gordan sherries account given to Grey Advertising. FTR. *9 D/8*

RESEARCH
Consumer research goes to work in energy shortage. J. Honomichl. *4 F/30*
Working mom's daughter is researchers' newest find. *25 F/142*
One company offers ads to help research image. J. Honomichl. *25 F/142*
Women gain in research, AMA survey report says. (Report on a 1973 study of the market research fields.) *25 F/149*
ANA group hears execs question effectiveness of certain ads, research. *4 Mr/2*
Pupillometer, a device to measure consumer's interest in ads, not as effective as estimated. Adbeat. *11 Mr/53*
Research of blacks gets increasingly painstaking. *1 Ap/10*
Panel on blacks agrees data lack hurts media. *1 Ap/10*
Researchers find crises change buying patterns. J. Forkan. *8 Ap/54*
Media analyst plays role in Mitchell-Stans trial. *15 Ap/2*
Spotting new item potential called major research need. *2 Ap/30*
Qualitative is most vulnerable research: Axelrod. *13 My/82*
Supermarkets convenience stores adding to larger percentages of industry sales each year. Adbeat. *13 My/89*
ARB readies local brand study revival; tests data reliability. *20 My/12*
Sindlinger magazine research co. returns. LMN. *27 My/63*
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
'Influentials' study: Research spending to rise. J. Honomichl. (First of 2 parts.) *8 Jl/3*
Sweeping changes seen in brand ad research. P. Gerhold. *15 Jl/23*
Media research's future: Is there any? H. Maneloveg. *15 Jl/23*
Research top ten: Who they are and what they do. J. Honomichl. (Includes largest U.S. research companies by dollar volume.) *15 Jl/24*. Correction: *22 Jl/76*.
Target weighting gives boost to consumer studies. T. Joyce. *15 Jl/26*
Lower profits put pinch on researcher. D. Hardin. *15 Jl/26*
Avoid these errors in new product research. V. Miles. *15 Jl/26*
Researchers gear down to realistic expectations. D. Kanter. *15 Jl/42*
Companies experiment with research at varying levels. L. Adler. *15 Jl/62*
Leaders polled on central trade assn., outside owners. J. Honomichl. (Last of 2 parts.) *15 Jl/66*
How agencies use research. T. Dunn. *15 Jl/69*
'Time' will back search for alternative research. B. Donath. *25 N/1*
Magazine studies too broad to be useful; ANA. B. Donath. *5 Ag/10*
Researchers differ on UPC information value. *5 Ag/16*
Survey reports quality of interviewing down, while quality of marketing & ad research up. Adbeat. *5 Ag/39*
Researchers attack ANA critique; say studies tailored to client wishes. B. Donath. *12 Ag/2*
Sound and fury signifying nothing? S. Bernstein. (Comments revealing research should not be a substitute for human judgement.) *12 Ag/10*
New ARF audit devised; services will pay costs. *26 Ag/6*
Secondary researcher finds humans outpace computer. *26 Ag/205*
Things to know about research and excess power of large groups. A. Politz. *4 N/59*
Test strategy and product, fragrance meeting is told. *11 N/75*
Richardson launches menu census service. *18 N/26*
The role of the magazine salesman in today's magazine research. H. Maneloveg. *18 N/70*
'Time seeks industry support in research beef. *2 D/2*
Public attitude toward research favorable, practitioners doleful. *2 D/2*
Research companies plan new association; want federal projects. J. Honomichl. *9 D/3*
ARF votes new committee on research methods. B. Donath. *16 D/6*
'Unpackaged goods' research keeps pace: AMA. *16 D/48*
Research ad draws queries. *30 D/25*
See also AUDIENCE RESEARCH

RESPONSE GROUP
Nixon owes Gnam agency for gas pains. *4 Mr/10*. See also *8 Ap/61*.

RESTAURANTS
Red Coach Grills promotes roast beef dinner. Adbeat. *18 F/70*
Straw Hat Pizza Parlors launch campaign. Adbeat. *1 Ap/51*
Lawry's Prime Rib sets Chicago ad push. *22 Jl/68*
Carl's Jr. restaurants giving away cartoon drinking glasses. Adbeat. *12 Ag/50*
International House of Pancakes uses football stars in spots. LMN. *12 Ag/51*. See also *27 My/63*, LMN.
WRG regional execs to aid two accounts. (Bonanza International.) *23 S/107*
Ground Round sets ads. *23 S/114*
Whopper vs. McCoy's: Midtown Manhattan as a marketing microcosm. J. O'Connor. *7 O/17*
Ad spending to double at IHOP. *28 O/75*
Citrus group to push restaurant juice in test. *11 N/70*
Pizza Hut to boost budget to $8 million. M. Maples. *2 D/14*
Pillsbury sets openings in Chicago for pie shops. *30 D/25*
See also FAST FOODS

RESULTS ADVERTISING AGENCY
Kert agency sets franchise network for retail accounts. *25 Mr/118*

RETAIL AND RETAIL ADVERTISING
Special issue Sept.30
Y&R adds retail execs. looking for acquisitions. *14 Ja/3*
Ward ad bills catalog as '74 'energy saver.' *14 Ja/28*
Van Heusen man: Advertised apparel name a strong tool. *4 F/10*
Nader urges retailer push for better manufacturer ads. *25 F/146*
Energy crisis do's and don'ts for retailers, manufacturers. B. Stone. *4 Mr/34*
Monsanto finds syndication works. *4 Mr/40*
Minimum-performance co-op hurts small retailer. ACB exec. *11 Mr/18*
Retailers maintain low profile in energy crunch. L. Baltera. *25 Mr/3*
Montgomery Ward is testing newspaper ads for its auto club. Adbeat. *1 Ap/51*
Mass retailers' broadcast dollars increased in 1973. *22 Ap/73*
Dancer sets new retail marketing division. *13 My/80*
Tv, newspaper bureaus wooing retailers' co-op. *29 Ap/80*
More retailers move into tv; direct creative approach works. A. Bellaire. *13 My/44*
Retailers question worth of Bicentennial tie-ins. L. Baltera. *27 My/10*
Improve planning of ads, activities, store execs say. *3 Je/24*
FTC proposals on price ads toughen sale requirements. *24 Je/12*
'Glamour' store promotions will focus on accessories. *8 Jl/60*
Sears, Roebuck and Montgomery Ward carry higher fall catalog prices. Adbeat. *22 Jl/71*
Gimbel Bros. sets fall tv campaign to revamp image. *29 Jl/50*
Agency attitude on retail hurts potential: McCall. *29 Jl/56*
Sears move to price ads hints significant shift in marketing strategy. *2 S/1*
GiftAmerica's woes laid to lack of marketing know-how. B. Donath. *2 S/3*
Sears' national drives may hike local spending. *9 S/2*
Neiman-Marcus ads recall retailer's agency history. *9 S/26*
Revlon faith in Charlie buoyed by retail support. L. Baltera. *9 S/38*
Retail ad spending by top 50 well over $2 billion in 1973. L. Haugh. *30 S/3*
Cable tv rates lure retailers. *30 S/24*
Co-op hikes ad value for retailer, manufacturer. R. Wilcox. *30 S/27*
Private label? No, it's now 'presold' — wave of future. E. B. Weiss. *30 S/27*
National retailers grow, lean on newspaper ads. L. Goodman. *30 S/28*

Retail media mix as it looks to an agency man. I. Barnett. *30 S/28*
How retailers use today's magazines. D. Lang. *30 S/29*
Retail advertising, restless giant, gets itself moving. S. Fogelson. *30 S/29*
Top 25 in retailing in 1973, with ad totals. *30 S/30*
Supermarketing's top 25 in 1973. *30 S/32*
Radio digs in to sell to retailers. V. Cremona. *30 S/39*
How to make co-op more effective for retailers. J. Morganstein. *30 S/43*
What tv can do (and at what cost) for retailers. G. Lincoln. *30 S/54*
Retail outdoor ads increase 50% or more in five years. M. Grayson. *30 S/62*
Retail direct mail is only tip of direct marketing iceberg. R. DeLay. *30 S/65*
P.o.p., grows 8% annually in decade. H. Stumpf. *30 S/71*
U.S. raising retail ad limits for liquor, wine marketers. *30 S/94*
Advertised prices in dailies rose, research shows. *7 O/55*
Retail openings increased in '73; gas stations down. *7 O/56*
Retailers share profits in new incentive plan. N. Giges. *7 O/75*
Bloomingdale's set to enter tv. *7 O/79*
UPS strike may crimp N.Y. Yule sales. L. Baltera. *28 O/24*
What lies ahead in retailing for the abandoned gas stations. E. B. Weiss. *21 O/62*
Retail advertisers expected to increase for holiday season. Adbeat. *18 N/202*
ZPG will foster rise in spending, researcher says. *18 N/208*
U.S. retailers making cuts — but ad budgets are unscathed. L. Baltera. *9 D/1*
Retailers should rethink strategies, Saffer head says. *16 D/24*
Ads promise more than can be given, Canada meet told. *16 D/38*
The hypermarche marches into U.S. mass retailing. E. B. Weiss. *30 D/20*

REVELL INC.
Revell Inc. sets motion picture and tv production house. FTR. *18 Mr/8*
Revell Inc. promoting '75 model line. Adbeat. *28 O/67*

REVIEW OF THE YEAR
Ten who made advertising news in 1974. *16 D/cover*
Product newsmakers of 1974. *16 D/3*
Year of media 'happenings' — Evel, Ali, Hank and Blue Eyes. *16 D/3*
How do you follow an act like '74? Probably with fingers crossed is best. S. Cohen. *16 D/16*

REVLON INC.
Revlon and Charlie's Girls settle suit. FTR. *7 Ja/8*
Revlon adds to Charlie line. FTR. *21 Ja/8*
New crayon shape creates a cosmetics boomlet. L. Baltera. *25 F/140*
Led out with panache, Charlie pays off in sales. L. Baltera. *18 Mr/29*
Admen attack cosmetics industry; urge more top positions for women. L. Baltera. *10 Je/3*
Sex and sexuality. Editorial. (Revlon's highly successful selling approach stresses sex & sexuality, but there's more than one way to sell cosmetics & fragrances.) *17 Je/16*
Revlon's Charlie leads fragrance award winners. *17 Je/88*
Top 100 national advertisers 1973 marketing report. *26 Ag/170*
Revlon shifts Moon Drops line to Scali, McCabe, Sloves. LMN. *1 Jl/55*
Revlon faith in Charlie buoyed by retail support. L. Baltera. *9 S/38*
Revlon changes name of fragrance Verissa to Cerissa. Adbeat. *11 N/67*

REXALL DRUG CO.
Rexall touts house brands with 'cold center' campaign. M. Maples. *28 O/27*

REYNOLDS METALS CO.
Multi-media ads set on price cuts of Reynolds Wrap. *21 Ja/73*
Food men's cross-coupon use growing. *15 Ap/27*
Reynolds Metals promotes Reynolds Wrap via Little Leagues. Adbeat. *22 Ap/77*
Reynolds Metals' Fanci-foil wrap set for national debut. LMN. *5 Ag/43*. See also *29 Jl/53*, LMN.
Alcoa to drop its foil wraps; Reynolds will stay in market. *26 Ag/8*
Reynolds Metals breaks tv campaign on conservation. LMN. *21 O/99*

REYNOLDS, R. J., TOBACCO CO.
Woods getting crowded; Winston tests Big Red. J. O'Connor. *18 F/2*
Reynolds gives Wm. Esty Lady Winston account. LMN. *18 Mr/77*
Camel sets sweeps via color print ads. *8 Ap/66*
Which ad attracted more readers? J. Rock. (Readership scores of 2 Camel ads.) *22 Ap/56*
RJR continues to explore creative approach for Winston. Adbeat. *29 Ap/72*
How Winchester pack was designed for whole new smoker. A. Schechter. *29 Ap/36*
Winston spending big to keep No. 1 position. J. O'Connor. *27 My/3*
Winston spending at $80,000,000 rate to stay No. 1. LMN. *3 Je/61*
RJ Reynolds denies marketing of new Winston 80. Adbeat. *10 Je/66*
Winston goes to D-F-S; Esty given Camel line. J. O'Connor. *26 Ag/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/171*
RJ Reynolds goes national with Winston Extra Longs. LMN. *2 S/41*
Eve reposition designed to downplay packaging. J. O'Connor. *9 S/8*
Carlton sales spurs ad hike; RJR testing longer 'More'. *16 S/8*
Nine new brands of cigarets are battling in test market. J. O'Connor. (Also includes a chart of new cigarets in test.) *23 S/1*
Salem Extra menthol to challenge Kool leadership. J. O'Connor. *30 S/2*
MacDonald introduces Cavalier in Canada. *30 S/84*
RJR to register Osman. *28 O/56*
RJR tests "Meet the Turk" campaign, and tests Zur pipe tobacco. LMN. *28 O/71*

RHAPSODY INC.
Rhapsody buys watch unit from Downe Communications. LMN. *29 Jl/53*

RHEINGOLD BREWERIES INC.
Y&R resigns Rheingold account. LMN. *11 Mr/57*
Mets and Yankees sharing Shea Stadium, while Rheingold scoreboard advertising has been replaced by Schaefer. Adbeat. *18 Mr/73*
James K. Forget will head Rheingold marketing; no agency yet. LMN. *18 Mr/77*
Rheingold picks JWT; ad budget hike seen. LMN. *13 My/1*
Ex Bier now in New York; Gablinger's will try again. *24 Je/8*
Chock Full loose again; JWT quits. *15 Jl/8*
Chock Full O'Nuts shifts in-house to Peerless. LMN. *29 Jl/1*
Anatomy of a breakup: Chock Full vs. JWT. J. O'Connor. *5 Ag/1*
Schaefer sets plans unit, moves to broaden base. (Also Rheingold Breweries beset with problems.) *9 S/76*
Black says bureaucracy rampant in big agencies. J. O'Connor. *21 O/22*

RICE
General Foods offers cents-off coupon on Minute Rice. Adbeat. *4 F/53*
Uncle Ben's uses radio. Adbeat. *25 Mr/103*
Specialty Brands' Spice Island seasoning and MJB Rice join in ad effort. Adbeat. *20 My/103*
Riviana Foods introduces easy-bake rice mixes. LMN. *14 O/109*
Kraft's Clark urges testing to avoid mistakes. 'bombs.' *18 N/22*

RICE, ROGER
Rice picked to succeed Cash as TvB president. LMN. *14 O/1*

RICH-HEALY CORP.
Rich-Healy Corp. buys Rich Advertising. LMN. *20 My/107*

RICHARDSON, CHARLES ASSOC.
Richardson launches menu census service. *18 N/26*

RICHARDSON-MERRELL INC.
Scope, Listerine square off with strong new spots. N. Giges. *22 Ap/1*
R-M tests Clearasil Shampoo. LMN. *22 Ap/81*
Top 100 national advertisers 1973 marketing report. *26 Ag/172*
Richardson-Merrell's Vick Chemical division tests Vick's Day-Care cold remedy. LMN. *28 O/71*

RICHARDSON, SIEGLE, ROLFS & McCOY
B&J set to merge with SF agency. *24 Je/8*
RICHMAN, MEL, INC.
Ethicon moves ad account to Mel Richman. FTR. *25 F/8*
RIDDER PUBLICATIONS INC.
Ridder earnings down. *13 My/40*
Knight-Ridder may be new sales leader. *15 Jl/1*
Knight-Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. *22 Jl/3*
Ridder earnings drop; revenues up for first half. *26 Ag/196*
Shareholders approve Knight-Ridder merger. *2 D/30*
Knight-Ridder sees gains in ad revenues, not linage. *16 D/78*
RIES, AL
AIA sets new name to help broaden base. *13 My/96*
Industrial ad role slated for expansion; service and audits will grow. (author) *17 Je/24*
'Routine' renaming stirs heated battle at AIA convention. T. Allen. *24 Je/2*
RIES & GELTZER
Ries & Geltzer formed. *12 Ag/20*
RIVAL MANUFACTURING CO.
Rival Mfg. Co. promotes Crock Pot cookers and line of can openers. Adbeat. *11 Mr/53*
I picked the product name. A. Coleman. (History of 'Crock Pot' name.) *28 O/38*
Rival Manufacturing Co. breaks ads for can openers & crock pots. Adbeat. *28 O/67*
Crock-Pot gets rival as Hamilton Beach readies slow cooker. L. Haugh. *30 D/2*
RIVAL PET FOODS
Snoopy signs up for dog treat line. *25 Mr/4*
LUCILLE RIVERS ENTERPRISE
'Lucille Rivers' to air. *22 Jl/4*
RIVIANA FOODS
Riviana Foods names Kelly, Nason for deli products. FTR. *11 F/8*
Riviana picks Walpert. *26 Ag/6*
Riviana Foods introduces easy-bake rice mixes. LMN. *14 O/109*
RIZOPOULOS, ANDREW (author)
Greece plagued by rising media costs, inflation, dim-out. *20 My/76*
ROAD MAPS
See MAPS
ROBIN HOOD MULTIFOODS
Robin Hood Multifoods icings set free film offer. *25 F/149*
Robin Hood sets push. *29 Ap/71*
Robin Hood Multifoods tests hot oatmeal cereal. Adbeat. *18 N/202*
ROBINSON, WILLIAM A. (author)
Zestful premiums range from brazen to provocative. *10 Je/47*
Premium offer stresses machismo. *22 Jl/52*
Eastern will base long range marketing plan on 'computer vacations.' *23 S/77*
How much you should pay — or get — for marketing services. *28 O/47*
Steal this column . . . fill in the blanks and send it to us with your comments. (Comments on print ads of sales promotions.) *25 N/37*
ROCK, JOHANNA (author)
Which ad attracted more readers? (Readership scores of Gainesburger ads.) *21 Ja/51*
Which ad attracted more readers? (Readership scores of American Tourister ads.) *4 Mr/38*
Which ad attracted more readers? (Readership scores of Camel ads.) *22 Ap/56*
Which ad attracted more readers? (Readership scores of Kraft salad dressing ads.) *20 My/94*
Which ad attracted more readers? (Readership scores of Parker Pen ads.) *12 Ag/31*
Which ad attracted more readers? (Readership scores of Edge Protective Shave ads.) *23 S/77*
Which ad attracted more readers? (Readership scores of Johnnie Walker Red ads.) *21 O/65*
ROCK MUSIC
See MUSIC
ROCKEFELLER, NELSON
Interpublic had a big role in Rocky's campaigns. *26 Ag/2*
ROCKWELL INTERNATIONAL CORP.
Skil Corp. files suit over Rockwell Int'l tool ads. *11 F/66*
Rockwell $2 million mini-calculator blitz backing Yule sales. H. Bernstein. *2 D/3*
Tv makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*
ROCKWELL, JOHN, & ASSOCIATES
Rockwell resigns as agency head. *17 Je/4*
Renamed Doherty, Mann & Olshan. LMN. *19 Ag/51*
'RODDER & SUPER/STOCK'
Name changed to 'Chevy Action.' *18 F/68*
RODMAN, GEORGE T. INC.
Rodman shop bows. *8 Jl/6*
RODEWAY INNS OF AMERICA
Charles Nelson Reilly advertising for Rodeway Inns of America. Adbeat. *2 D/64*
ROFFIS, MURRAY
Murray Roffis resigns at Penthouse. LMN. *3 Je/61*
ROHLIN, EDWARD
Edward Rohlin joins Chock Full O'Nuts. LMN. *20 My/107*
ROLEX WATCH U.S.A.
A. J. Foyt and Emilio Pucci appear in Rolex Watch USA ads. Adbeat. *10 Je/66*
Rolex and Bulova both claim to be used for America's Cup Challenge Series. Adbeat. *30 S/87*
ROLL, EDGAR A.
ARF execs set plans for stronger leadership role. *11 N/10.* See also *4 N/1,* LMN.
ROLLS-ROYCE MOTORS INC.
Rolls-Royce finds no shortage of wealthy buyers. R. Gray. *22 Jl/3*
RONALDS-REYNOLDS & CO.
Soviets plan ads to boost Western trade. *1 Jl/55*
RONSON CORP.
Competitors hail NARB for Schick shaver ruling. *7 Ja/1*
Ronson Corp. moving into disposable lighter market with Ronii. Adbeat. *11 Mr/53*
RONZONI MACARONI CO.
Ronzoni adds frozen items in New York. *30 S/10*
ROOT OUTDOOR ADVERTISING
Root acquires Stoner. *9 S/76*
ROQUEFORT ASSN.
Roquefort ad theme set. *27 My/16*
Roquefort Assn. increases distribution with incentive promotions. Adbeat. *16 D/72*
RORER, WILLIAM H. INC.
William H. Rorer Inc. moves its account from JWT to Ted Thomas Assoc. FTR. *10 Je/8*
ROSCH, J. THOMAS
Hint FTC may order o-t-c corrective ads. *28 Ja/8*
FTC's Rosch says agencies accountable for ad claims. *4 Mr/3*
FTC narrows debate over kiddie tv ads. *25 Mr/2*
FTC may force children's ad issue; commission getting a Harvard look. S. Cohen. *6 My/4*
Nutrition ad pressure grows; U.S. agencies ask disclosure; FTC sugar proposal gets further review. *3 Je/1*
Corrective ads, warnings possible for antacids as FDA sets standards. *10 Je/1*
Industry group readies nutrition guides for FTC. S. Cohen. *15 Jl/1*
New nutrition ad offer short of FTC staff goal. *12 Ag/8*
FTC's Rosch asks voluntary fairness rule. *23 S/113*
Rosch urges admen to follow proposed nutrition rules now. *11 N/1.* See also LMN p.1.
ROSENFELD, SIROWITZ & LAWSON INC.
BMW stops Hoffman move to Rosenfeld, Sirowitz shop. *21 Ja/8*
Sony Corp. assigns hi-fi unit to RS&L. FTR. *18 F/8*
Data Transmission chooses RS&L and percent-of-sales fee arrangement. Adbeat. *22 Ap/77*
Himonas will handle Factor heading new RS&L office. *13 My/8*
ROSENTHAL, ROLF WERNER
Rolf Werner Rosenthal offers stock certificates to advertisers for own promotional mailing. Adbeat. *11 Mr/53*
ROSENTHAL & SWEAS ADVERTISING
Renamed Rosenthal, Sweas, Riegert & Mills, Chicago. *22 Jl/40*
ROSENWALD-BATSON
Rosenwald retires as Amarillo agency chief. *1 Jl/6*

ROSKO SALES CO.
Specialty shop formed. *17 Je/114*
ROSS, MAXWELL C. (author)
Little words have big drawing power in direct mail and print advertising. *8 Jl/40*
Formula for easy reading: Use five-letter words. 11 N/50
ROSS, PATRICK C. (author)
'Goodrich, not Goodyear' works at telling it straight. *7 O/63*
ROSS ROY INC.
King-Seeley unit shifts to Ross Roy. *22 Jl/77*
ROSS, THOMAS J., JR.
Amer. Airlines names Ross. *14 Ja/66*
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Ross.) *18 N/190*
ROWE, ROBERT
Uhlman quits 1,001 post; Rowe goes to publisher slot. *2 D/70*
ROYAL CROWN COLA CO.
New entries fail to dent diet market. *1 Ap/8*
Tab refigures calories; ads say it's now one per 16 ozs. *15 Ap/27*
Tie RC agency search to falling market share. N. Giges. *29 Ap/3.* See also *22 Ap/8,* FTR.
Burnett seen as leader in Royal Crown search. *3 Je/2*
Burnett gets RC nod as Pepsi shifts execs, Coke tries a new theme. N. Giges. *8 Jl/1*
RC selects Insights. *15 Jl/89*
RC's agency search shows lull in big shop creativity. W. Tyler. *9 S/49*
Royal Crown moves Nehi beverages to Tucker Wayne & Co. LMN. *28 O/71*
Royal Crown Cola tests RC Lite dietetic soda. LMN. *4 N/89*
RC in diet arena again with part-sugar Lite cola. *18 N/20*
Soft drinks attack sugar hikes with couponing. *2 D/1*
ROYAL TYPEWRITER CO.
Royal Typewriter using tv spots for calculators, typewriters & copiers. Adbeat. *9 S/88*
ROYSTER, VERMONT (author)
Advertisers: Don't let liberty become license. *9 D/41*
RUBBERMAID INC.
Rubbermaid sets 'sale' campaign. *2 D/8.* Correction: *9 D/12.*
RUBEL, NATHAN W. (author)
How to make successful catalogs: Tips on setting type, making pages. *27 My/48.* (Last of five-part series. Others appeared in 'Promotion' *4 F/10, 18 F/16, 18 Mr/13, 29 Ap/9.*)
RUBICAM, RAYMOND
My times with Raymond Rubicam. D. Daniels. *7 Ja/41*
Raymond Rubicam offers some thoughts for admen. (author) *15 Ap/41*
Ray Rubicam, J. W. Young named to AAF Hall of Fame. *20 My/112*
Admen's fame goes fleeing on. S. Bernstein. (SRB honors the 65 members of the Advertising Hall of Fame.) *27 My/14*
See fast showdown on Engman's call for premium ad ban. S. Cohen. (Covers some of the major speeches at the AAF meeting.) *10 Je/1*
Raymond Rubicam enters Ad Hall of Fame—blasts tv 'crime' and commercialism. (author) *1 Jl/38*
RUBINSTEIN, HELENA INC.
Helena Rubinstein names 4 execs to new posts. LMN. *29 Ap/75*
Rubinstein shucks queen bee image. L. Baltera. *27 My/4*
Helena Rubinstein acquires marketing for Cervantes men's toiletries. LMN. *27 My/63*
Rubinstein sets ads for new fall entries. *9 S/64*
Rubinstein cleanser set. *16 D/74*
RUMRILL-HOYT INC.
R-H acquires Duffy-Mott's Grandma's molasses account. LMN. *18 F/57*
Four Rumrill men form own agency. *1 Ap/4*
RUMS OF PUERTO RICO
Rums of Puerto Rico & Cadbury Schweppes join in cocktail promotion. LMN. *22 Jl/75*
RUSSELL, EDWARD T.
Gallagher gets top DDB post; Russell quits. B. Donath. *9 S/2*
RUST-OLEUM CORP.
Rust-Oleum to use Jonathan Winters for new spring ad theme. Adbeat. *6 My/78*
RUTZ, DONALD E.
Donald Rutz seen assuming Clint Frank presidency. *18 Mr/1*
Rutz, Gross get top posts at CEF. *3 Je/8*
SFM MEDIA SERVICE CORP
Fram Corp. and SFM Media buy time on NBC-TV bulletin of Henry Aaron's famed #714 and #715. Adbeat. *25 F/154*
Sports specials vehicle created by SFM Media Service Corp. will expand. Adbeat. *10 My/103*
SJR COMMUNICATIONS
SJR buys two stations. *3 Je/46*
SRS MERCHANDISING INC.
Battle for the 'Apes' set as marketers plan tie-ins. J. Forkan. *1 J1/60*
Licensers still hopeful as nets cut their heroes. J. Forkan. *15 J1/89*
SSC&B INC.
Bergin keeps BBDO stock, but will compete at SSC&B. *4 F/20*
Dixie Cups to SSC&B. *4 Mr/8*
Correction to SSC&B figures listed in the Foreign Agency Billings issue. *1 Ap/58*
Tropicana to SSC&B; may widen market. *15 J1/3*
Lintas' troubles mount as Unilever chunk exits. M. Kallenbach. *11 N/3*
STP CORP.
STP drops cars, racing team. *4 F/54*
Granatelli leaves, but trenchcoat lingers on. J. O'Connor. *18 Mr/3*
Granatelli hits anti-Andy score; offers his own poll. *15 Ap/8*
STP will again sponsor auto racer. Adbeat. *6 My/78*
Granatelli not committing himself to any business proposals. Adbeat. *27 My/60*
Adler leaves STP to head liquor company. *24 Je/4* Correction: *8 Jl/52.*
STP rolls national with carburetor cleaner. LMN. *8 J1/61*
STP offers giant auto racing posters. Adbeat. *29 J1/46*
Washington mysteries: FTC probe of STP ads and Granatelli's silence. *19 Ag/52*
STP moves to Tinker from Stern, Walters. *26 Ag/2*
Andy Granatelli testifies to FTC about false ad complaints against STP. LMN. *9 S/85*
S & W FINE FOODS
S&W is testing canned chili sauce. Adbeat. *1 Ap/51*
SAFETY & SAFETY ADVERTISING
CPSP issues safety warning for children's sleepware. LMN. *4 F/49*
Safety unit says media should police 'hazards.' (CPSC asks print media to show more cooperation in weeding out ads for potentially hazardous products.) *18 F/2*
Safety unit plans broadcast drive. *18 F/28*
GMA fights new food bill consumerist amendments. *25 F/150*
Survey seeks 'unsafe' ads. *25 F/164*
d-Con, Raid shift to safety tops for entire lines. *25 F/168*
Safety unit studies legality of banning high-tar cigarets. *22 Ap/74*
Safety chief to DMMA: Police ads or we'll act. *6 My/2*
New Safety Council campaign promotes individual safety. *6 My/81*
Lambert-Kay drops claims for flea collar in settlement. N. Giges. *13 My/98*
EPA urged to standardize pesticide labeling cautions. *10 Je/60*
Ads must stress safety, first NARB report says. N. Giges. *24 Je/1*
Self regulation comes of age. Editorial. (First NARB guidelines for safety in advertising are successful.) *1 J1/16*
Product advertising and consumer safety. (#1 in series of NARB's consultive panel reports.) *1 J1/47*
Cal. cops test outdoor as a speed limit aid. *8 J1/3*
Safety journal sets new ad policies. *22 J1/72*
CPSC gives extension to 'trouble' light pr try. *19 Ag/8* See also *12 Ag/2, 5 Ag/2.*
Court asks nets cover 'trouble' light warnings. *2 S/8* See also LMN p. 41.
CPSC calls 32 ad execs to hazardous product talks. LMN. *9 S/1*
Judge rules pr enough for 'trouble' light recall. *9 S/6*
In efforts to trim costs, don't shun consumerists S. Cohen (Consumers' opinions important when reviewing auto & food industry.) *9 S/12*
Panel to review safety warnings studied by CPSC, industry execs. *7 O/3*
CPSC plans meeting on hazard alerts. *11 N/69*

SAFEWAY STORES INC.
Earnings up at Safeway, A&P chains. *7 O/23*
SAFFER, MORRIS
Morris Saffer opens Boston branch. LMN. *19 Ag/51*
Retailers should rethink strategies, Saffer head says. *16 D/24*
ST. REGIS PAPER CO.
St. Regis makes tv spot debut. Adbeat. *7 Ja/51*
St. Regis, PMA win 'SR/W' honors. *17 Je/81*
St. Regis '75 tv effort to begin with Rose Bowl. *30 D/34*
SALAD DRESSING & MAYONNAISE
Best Foods Hellmann's mayonnaise promoted via leftover food ideas. Adbeat. *7 Ja/51*
Pet tests "natural" pourable dressings. LMN. *21 Ja/73*
INAE hears food exec give encouraging news: 'We're back on ad track.' V. Adams. *4 F/3*
Mazola ads push benefits of corn oil. *8 Ap/40*
Heinz withdraws Unforgettable Salad dressing. LMN. *22 Ap/81*
Which ad attracted more readers? J. Rock. (Readership scores of Kraft salad dressing ads.) *20 My/94*
Kraft Foods breaks Salad Days campaign. *20 My/100*
Kraft Miracle Whip and apples featured in tie-in. Adbeat. *19 Ag/47*
Bright Day tests via tv. *16 S/76*
General Mills testing Suddenly Salad mixes. *2 D/1*
Sweet 'n Low dressing ready for launch in '75. *2 D/32*
Hellmann's ad counters high price; low-cost Kraft entry set. *16 D/1*
CPC Best Foods tests Hellmann's mayonnaise in a tube. LMN. *30 D/25*
SALADA FOODS INC.
Salada tea talks about coffee in new tv ad effort. *28 Ja/58*
Salada & Colombian Coffee Federation locked in lawsuit. LMN. *28 Ja/61*
Salada pulls ad objectionable to Colombian group; detente sought. *4 F/1*
Salada settles ad suit with Columbian growers. *4 Mr/1*
Salada agency reportedly will share suit settlement. *11 Mr/50*
SALES
For sales figures of 100 Leading National Advertisers see issue Aug. 26, 1974.
'SALES MANAGEMENT'
Some possible items of interest. S. Bernstein. (SRB makes some interesting observations on figures provided in the 'SM' 1974 Survey of Selling Costs.) *18 F/14*
SALES PROMOTIONS
—GENERAL
Return to stamps seen as promotion area shows growth. N. Giges. *11 F/2*
Shortages slowing British promotions. *25 F/158*
Sales promotion growing as ad effort tool, group told. *18 Mr/39*
FCC warns stations about promotion contests. LMN. *18 Mr/77*
Bill introduced to standardize p-o-p info. FTR. *15 Ap/8*
Food men's cross-coupon use growing. *15 Ap/27*
Contests do work, Nielsen's Ainslie tells Toronto meet. *15 Ap/46*
What is promotion? Marketing, creative are the key factors. L. Miller *27 My/47*
Bicentennial administrator okays promotion of tie-ins. *3 Je/66*
Promotion offers stimulate higher sales, MCEI learns. L. Haugh. *17 Je/85*
Marketing trends: Advertised promotion grows apace; premium takes on new roles. R. Bowman *24 Je/50*
Agencies trending toward more promotion work, Four A's finds. *8 Jl/20*
Cents-off runs into blocks; bonus pack, trial size quickens. E. Mahany. *8 Jl/38*
Agency exec says trade publishers misuse promotion. *8 Jl/45*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 J1/1*
Cost of shipping p.o.p. displays and trade shows increasing. Adbeat *15 Jl/87*
Oil marketers readying service station promos. L. Haugh. *5 Ag/1*
Energy boss warns oil marketers: No gasoline promotion. *12 Ag/1*
Coupons are tie-breakers in era of parity products. E. Mahany. *12 Ag/36*
Nostalgia peek at oldtime p.o.p.—a lesson in salesmanship. (A gallery of old-time display advertising.) *12 Ag/41*
Public split on proposed ban on tv premium ads. J. Revett. *2 S/15*
'Keep it simple' formula makes for lower costs, better promotions. P. Brady *9 S/58*
Eastern will base long range marketing plan on 'computer vacations.' W. Robinson. *23 S/77*
P.o.p. grows 8% annually in decade. H. Stumpf. *30 S/71*
How to set premium plan objectives. J. Geitner. *14 O/57*
How much you should pay—or get—for marketing services. W. Robinson. *28 O/47*
Ways to buck a trend—with sales incentives. A. Leber. *28 O/47*
Sweeps bouncing back from past legal snags. L. Haugh. *4 N/26*
Promotion work by agencies to increase, 4A's survey indicates. L. Haugh. *4 N/41*
Q: What's wrong in promotion? A: Too little talent, it seems. L. Miller. *11 N/49*
Boost your image promoting good causes. E. Mahany. *11 N/46*
Steal this column . . . fill in the blanks and send it to us with your comments. W. Robinson. (comments on print ads of sales promotions.) *25 N/37*
Promotional deals vital buying decision factor, Four A's workshop told. *2 D/20*
Creative gambits keep sales healthy; coupons, refund campaigns abound. E. Mahany. *9 D/52*
Grocery trade dealing as a way of life. A. Berry. *9 D/52*
Merchandising and promotion grow big in marketing world; investments boom. R. Bowman. *30 D/21*
SALES PROMOTIONS
—SPECIFIC PROMOTIONS
Citrus group drops plan for fast-food couponing. *21 Ja/12*
Lorillard promotes Kent via travel sweepstakes. Adbeat *4 F/53*
Baker/Beech Nut offers nursery items as promotions. Adbeat *18 F/70*
Here's one with a lotta hair on it. (L&M cigaret promotion.) *1 Ap/6*
Eckrich offers Hank Aaron premium bat. Adbeat *1 Ap/51*
Gillette outlay $158 million for promotion. *8 Ap/22*
Samsonite sets luggage promotion. Adbeat. *8 Ap/61*
Dana's Tabu violinist returns in promo. Adbeat *8 Ap/61*
Camel sets sweeps via color print ads. *8 Ap/66*
'Seventeen' travels with tie-in push. *15 Ap/4*
Bell & Howell teams with Warner Bros in promotion. Adbeat. *15 Ap/62*
Robin Hood sets push. *29 Ap/71*
Popsicle Industries ties in with 'Huckleberry Finn' film. Adbeat. *6 My/78*
Tea Council begins promotion tying in tea to tennis, to celebrate 100th anniversary of tennis in the USA. Adbeat. *6 My/78*
Lorillard tests Kent cash refund promotion. LMN. *20 My/1*
Kraft Foods breaks Salad Days campaign. *20 My/100*
MJB offering coffee plant premium. FTR. *27 My/8*
International House of Pancakes using football theme for advertising campaign. LMN. *27 My/63* LMN. See also *12 Ag/57,* LMN
Campbell Soup promoting frozen dinners with hat offer. Adbeat. *3 Je/57*
RCA releasing bluegrass music albums as summer promotion. Adbeat. *3 Je/57*
Coke offering serving trays. Adbeat. *3 Je/57*
Nissan begins Datsun tie-in with YMCA program. LMN. *10 Je/63*
Treesweet testing T-shirt premium. Adbeat. *10 Je/66*
GF backs Maxwell House with "old fashioned" item promotions. Adbeat. *17 Je/108*
Schlitz redies heavy p-o-p effort. *17 Je/124*
Datsun spends—$7 million supports YMCA promotion. *17 Je/124*
Liggett & Myers offering jewelry promotion. LMN. *24 Je/69*
Chesebrough-Pond's offers album as promotion for Vaseline hair tonic. Adbeat. *8 Jl/60*
'Glamour' store promotions will focus on accesories. *8 Jl/60*
L'Eggs Products & Dana Perfumes join in hosiery promotional effort. Adbeat. *15 Jl/87*
Cast T-shirts upon the water for you may get tv coverage. *29 J1/8*
Carl's Jr. restaurants giving away cartoon drinking glasses. Adbeat. *12 Ag/50*

7-Eleven begins promotion to establish home for eagles. *19 Ag/23*
Sony creates comic book character, and Radio Recycling program to encourage repair of unwanted radios for charitable organizations. Adbeat. *19 Ag/47*
Charlie Tuna is pencil sharpener in latest promo. *25 Ag/200*
Snibbe Publications promoting new Christmas book. Adbeat. *26 Ag/206*
Midas Muffler offering scarf promotion. Adbeat. *26 Ag/206*
Jewel supermarkets offering Kellogg b'fast cereal in individual bowls. LMN. *25 Ag/209*
United readies ski promotion. *25 Ag/215*
TV big factor in Armstrong do-it-yourself fall promotion. *2 S/14*
Braun photo equipment gets print promotion. *2 S/36*
A replica of Burt Reynolds football jersey being offered by Stokely-Van Camp. Adbeat. *2 S/44*
Hanes Hosiery offers premium on Alive support pantyhose. Adbeat. *2 S/44*
Colgate-Palmolive promoting Axion pre-soak with free Frisbee. Adbeat. *2 S/44*
Newspaper promotion for Weight Watchers frozen dinners & lunches, begun by Foodways, NY. Adbeat. *2 S/44*
Brown & Williamson offers briar pipes in attempt to increase sales of Sir Walter Raleigh pipe tobacco. Adbeat. *2 S/44*
General Foods offering children's book for coffee proof of purchase. Adbeat. *9 S/88*
Coca-Cola offering popcorn poppers & tumblers as premiums. Adbeat. *9 S/88*
DeBeers Consolidated Mines aiming at male audience with diamond promotions. Adbeat. *9 S/88*
Polaroid offering calculator with film purchase. FTR. *16 S/8*
Gillette offering sports books as World Series promotion. Adbeat. *16 S/92*
General Mills & Florida Citrus plan tie-in promotion. Adbeat. *16 S/92*
Burger Chef Super Quiz rolls national. *23 S/1*
Campbell Soup offering to equip elementary schools with educational equipment in return for soup labels. Adbeat. *23 S/107*
King-Seeley sets lunch box sampling plan for next fall. *30 S/18*
Campbell offering stitchery kit. Adbeat. *7 O/94*
Philip Morris & Panasonic combine in flashlight promo. Adbeat. *14 O/116*
Schick Inc. offers dryer with purchase of electric shaver. LMN. *21 O/99*
Polaroid offering Aurora race car set as promotion. Adbeat. *28 O/77*
Coca-Cola offers discount ski passes. Adbeat. *18 N/202*
RJR Foods offers refund on Chun King Oriental Foods. Adbeat. *18 N/202*
New Dunkin' ad drive built around promotional offers. *18 N/210*
Tootsie Roll plans baseball contest promotion. LMN. *16 D/1*
UPS urged to curtail its 'product' promotions. *23 D/11*

SALESMEN
Salesmen cut back on auto travel: ABP. *15 Ap/49*
Help needed from business space rep. (With buying information sought by agencies.) *17 Je/58*
Rise in sales call costs seen. Adbeat. *24 Je/72*
How to sell magazines today. J. O'Gara. (Interview with buyers & sellers of magazine ad space.) *18 N/54*
The role of the magazine salesman in today's magazine research. H. Maneloveg. *18 N/70*
Overall cost of sales calls increases in '73. Adbeat. *30 D/32*

SALT
Morton Salt testing Nature's Season. FTR. *20 My/8*
Canada salt company promoting table salt for baths. Adbeat. *8 Jl/60*
Morton Lite corrective ads avert recall. *22 Ap/8*

SALTON INC.
Salton Quick-mill grinder gets first ad support. Adbeat. *24 Je/72*

SAMPLING
DeMuth launches Camp. *21 Ja/30*
Compusamp sets sampling unit. *28 Ja/34*. See also LMN p. 61, *4 F/49, LMN.*
Carriers obviate many woes for Mid-America ad mailers. *18 Mr/56*
Compusamp hopes replies with funds will get it along. *25 Mr/110* See also *11 Mr/57, LMN; 18 Mr/77, LMN.*
Kayser Communications 'Teen Mail' completes spring mailing. Adbeat. *13 My/89*
Compusamp seeks buyer; support ebbs. *3 Je/2*
'Shopper's Voice' launches test of product sampling. *3 Je/37*
Camp sets fall plans. *24 Je/10*
Cents-off runs into blocks; bonus pack, trial size quickens. E. Mahany. *8 Jl/38*
Compusamp closes doors. LMN. *2 S/41*
W-L forming new unit for h&ba sales. *23 S/3*
King-Seeley sets lunch box sampling plan for next fall. *30 S/18*
P&G rolls Era to N.Y. amid massive sampling. L. Edwards. *7 O/2*
The Sampler to pre-test promotional programs. *2 D/14*

SAMSONITE CORP.
Samsonite sets luggate promotion. Adbeat. *8 Ap/61*
Samsonite breaks new ad campaign. Adbeat. *15 Jl/87*

SAN DIEGO CONVENTION & VISITORS BUREAU
Kaufman, Lansky named to handle San Diego bureau. *8 Jl/8*

SAN DIEGO VIDEO
Renamed Western Video Systems, San Diego. *21 O/91*

SANDERS, HARLAND D. (COL.)
Sanders sues Heublein. *28 Ja/30*

SANITARY PRODUCTS
See FEMININE HYGINE PRODUCTS

SANITAS
Findus, Sanitas launch ad drives in U.K. markets. *4 N/82*

SANTI, TINA (author)
Today's woman explored yesterday's ad dream world. T. Santi. (Colgate's pr exec tells how her company recognizes the new woman in its creative approach and media mix.) *18 Mr/49*

'SATURDAY EVENING POST'
'SEP' sets discount plan for agencies. *10 Je/63*
Spadea quit 'Post' over ad frequency discount dispute. *19 Ag/8*

'SATURDAY REVIEW/WORLD'
'Saturday Review/World' announces competition for public service/public relations advertising awards. Adbeat. *4 Mr/49*
St. Regis, PMA win 'SR/W' honors. *17 Je/81*
'Saturday Review World' sets two special issues. Adbeat. *24 Je/72*
'Saturday Review/World' cuts rate base. FTR. *5 Ag/8*

SAUCES
Ragu Foods test Italian cooking sauce. Adbeat. *14 Ja/57*
French introduces Chicken fixins sauce mixes. LMN. *4 F/49*
Steak sauce market battle now in court. *25 Mr/8*
Skillet Burger sauces out. *20 My/104*
Adolph's marinade readies national move. *1 Jl/20*
Lea & Perrins completing test of sauces. LMN. *16 S/89*
Clorox/Heublein steak sauce court fight delayed. *7 O/26*

SAVINGS BONDS
Open letter to President Ford. S. Bernstein. (SRB suggests to President Ford that U.S. Savings Bonds be sold to the public as a measure to curb inflation.) *9 S/16*
Groups await direction for anti-inflation ad tack. *16 S/90*
Canada ads push government bonds. *23 S/115*
Bernstein savings bond proposal gains support. *30 S/4*
Just selling bonds isn't good enough. S. Bernstein. (Along with promoting savings bonds as inflation-fighters, the bonds should also rekindle a feeling of pride and confidence in our nation.) *30 S/16*
Ad Council set for inflation campaign at Ford's request. J. Revett. *7 O/1*
New ads to carry 'WIN' theme; button donations are rolling. *14 O/3*
Ford urges bond drive. *21 O/102*

SAXBE, WILLIAM
I'm eager to join Saxbe's army. S. Bernstein (SRB stands behind Atty. Gen. Saxbe's move to get the people to feel an individual responsibility to promote law & order.) *1 Ap/29*
Publishers face stronger reaction for failure to call fraudulent ads. S. Cohen. *1 Jl/4*

SCALI, MCCABE, SLOVES, INC.
Garrity moves $5,000,000 Dispoz-a-lite to Scali. LMN. *11 F/65*
Revlon shifts Moon Drops line to Scali, McCabe, Sloves. LMN. *1 Jl/55*
Jerry fires his agency for giving others story J. O'Connor. *30 S/1*
In thine own ads be true, if they let you: McCabe. *21 O/38*
Agency disputes story of its split-up with JGE. *28 O/58*

SCANDINAVIA
Burnett sets agency net in Scandinavia. *9 S/85*

SCANLON, PAUL
Influential Washington mystery man seeks breakup of major industries. J. Revett. *8 Ap/3*
SCANNELL INC.
Regal Ware account to Scannell. *18 Mr/77*
SCHACHTE, HENRY
Former JWT pres. Henry Schachte sets up Atlantic Research Center. LMN. *2 S/41*
SCHAEFER, F.&M. BREWING CO.
Schaefer as Shea Stadium advertiser questionable. Adbeat. *18 Mr/73*
Schaefer testing Wisty, low alcohol malt beverage. FTR. *3 Je/8*
Gunther testing in East. *17 Je/4*
Schaefer assigns beer account to Summit adv. FTR. *26 Ag/8*
Schaefer sets plans unit, moves to broaden base. *9 S/76*
SCHECHTER, ALVIN D.
How Winchester pack was designed for whole new smoker. *29 Ap/36*
SCHENLEY INDUSTRIES, INC.
Dant scotch theme hits higher-priced brands. *21 O/37*
SCHERING-PLOUGH CORP.
Schering sales gains aided by Plough entries. *25 Mr/119*
St. Joseph's betters Bayer at own tests, tv spot claims. *27 My/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/173*
Schering nine months' sales, earnings rise. *4 N/74*
Di-Gel names Warwick shop. *18 N/6*
SCHICK INC.
Competitors hail NARB for Schick shaver ruling. *7 Ja/1*
NARB sets some guides. . . . Editorial. (NARB uses Schick Flexamatic campaign to explain its guidelines on midleading and comparative advertising.) *7 Ja/12*
. . . and shows its strength. Editorial. (NARB is to be commended for its performance in the Schick case and for filling a leadership vacuum in the industry.) *7 Ja/12*
NARB's Schick ruling highlights secrecy of FTC's regulations role. S. Cohen. *7 Ja/16*
Comparative ads valid—if. Editorial. (NARB's Schick ruling will not affect solidly-designed comparative ads, but should kill dumb and midleading ones.) *21 Ja/16*
NBC spells out new formal guides for comparative spots. M. Christopher. *28 Ja/1*
Lady Schick, Yardley tie in for spring. Adbeat. *25 F/154*
Schick sets $2,000,000 gift-givers ad campaign. *6 My/8*
Schick tests 'more dramatic' spots. J. O'Connor. *17 Je/4*
NAD investigating Remington commercial comparing its shaver to Schick's shaver. LMN. *17 Je/123*
Schick offers lower-priced 'Creamy' set. *12 Ag/6*
Schick Inc. offers drying with purchase of electric shaver. LMN. *21 O/99*
SCHICK SAFETY RAZOR CO.
Schick sets major effort for its twin blade items. *4 Mr/1*
Schick Fresh Air Machine going national. Adbeat. *25 Mr/103*
DuPont seeks Schick data. *13 My/93*
W-L forming new unit for h&ba sales. *23 S/3*
SCHIELE, GEORGE W.
Brand manager can inhibit growth: Schiele. *25 Mr/20*
SCHLITZ, JOS. BREWING CO.
Schlitz breaks new ads for Old Milwaukee beer. Adbeat. *25 F/154*
Kass protests Schlitz malt liquor commercial. *8 Ap/8*
NARB investigating Old Milwaukee beer commercials. LMN. *15 Ap/59*
Schlitz readies heavy p-o-p effort. *17 Je/124*
Top 100 national advertisers 1973 marketing report. *26 Ag/174*
Schlitz moving first consumer wines into test. LMN. *16 S/8*
Geyser Peak sets wine ads. *30 S/8*
Schlitz signs Telly Savalas. LMN. *23 D/23*
SCHMERTZ, HERBERT
Oil exec, critic agree on network accessibility lack, but little else. *12 My/12*
SCHMIDT, C & SONS
Schmidt's beer's new campaign breaks. Adbeat. *21 Ja/58*
C. Schmidt withdraws beer commercial similar to that of Coca Cola. Adbeat. *10 Je/66*
SCHMIDT, JULIUS INC.
Eyewash entries tout packaging in move to dislodge market leaders. C. Geraghty. *8 Jl/1*
SCHNEIDER, JOHN A.
Schneider of CBS fears 'sweeping' revamp of tv. *17 Je/120*
SCHNEIDER, LOUIS
House ads work, adman says. *16 S/67*
SCHOLASTIC MAGAZINES INC.
Working mom's daughter is researchers' newest find. *25 F/142*
SCHOLL INC.
Scholl Inc. tests leg hair remover spray. LMN. *15 Jl/85*
SCHONBRUNN, S.A., & CO.
Savarin campaigns set. *25 Mr/115*
Brandwynne gets Medaglia coffee account. LMN *1 Ap/55*
SCHULTZ, GEORGE P. (author)
Energy woe serious, but 'not cataclysmic': Schultz. *4 F/34*
SCHWEPPES U.S.A. LTD.
Schweppes planning a spring/summer campaign for its carbonated mixers. Adbeat. *20 My/103*
Schweppes marketing sugar-free ginger ale. LMN. *1 Jl/55*
Schweppes sets U.K. test of Kilroy wine. *4 N/82*
SCHWINN BICYCLE CO.
Coke running Schwinn sweeps via supplement ads. LMN. *22 Jl/1*
Santa gets an X rating from broadcasting code. *28 O/1*
SCOTT O.M. & SONS
Bishop readying moves to challenge lawn care leaders. *24 Je/20*
SCOTT PAPER CO.
Scott testing entry in baby towelette market. V. Adams. (A brief look at the baby towelette market.) *25 F/164*
SCOTT'S LIQUID GOLD INC.
Scott's breaks new tv effort for Aquifilter. *11 Mr/2*
Scott's Liquid Gold introduces foam counter top cleaner. LMN. *17 Je/123*
SCRATCH AND SNIFF ADS
See MICROENCAPSULATION
SCREEN ACTORS GUILD
Actors guild set for talks; strike 'mood' worries execs. *21 Ja/1*
Screen Actors Guild & Am. Federation of Television & Radio Artists urges strike against reruns on tv & movies. FTR. *24 Je/8*
Spot prices seen rising as actors win rerun pay hike. *8 Jl/62*
Tv commercials dominated by men, SAG study shows. *11 N/22*
Residual payments collected by SAG increases. Adbeat. *18 N/202*
Female jockwatchers. Editorial. (With evidence of increasing women viewers to tv audiences, advertisers are now contemplating a change in the tv ad approaches.) *25 N/12*
SCREEN GEMS INC.
Screen Gems exec calls for formation of 'am only' group. *23 D/25*
SCRIPTO INC.
Wilkinson to operate Scripto as separate unit. *8 Ap/10*
Wilkinson Sword moving Scripto accounts to D'Arcy-MacManus & Masius. FTR. *8 Jl/8*
SCUDDER'S, LAURA FOOD PRODUCTS
Dittos challenge P&G's Pringle's. *20 My/82*
SEA & SKI CORP.
Sea & Ski introduces Instant Summer Tan. FTR. *1 Ap/8*
SEABOARD ADVERTISING LTD.
Seaboard Advertising asking for consideration of new methods of outdoor advertising. Adbeat. *9 S/88*
SEABROOK FOODS
Seabrook Foods subsidiary tells consumers the value of Carnation shrimp. Adbeat. *2 D/64*
SEAFOOD
Mrs. Paul's introduces frozen deviled clams. Adbeat. *28 Ja/57*
Booth Fisheries introduces frozen Shrimp sticks. LMN *4 F/49*
Mrs. Paul's Kitchens break frozen foods campaign. Adbeat. *18 F/70*
GF's Birds Eye Division introduces line of fish products in United Kingdom. Adbeat. *25 F/154*
New Pillsbury Weiner Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *12 My/8*
Mrs. Paul's entries add do-it-yourself. *1 Jl/4*
Norway sardines humor ads return to boost sales. *29 Jl/54*
Charlie tuna is pencil shrapener in latest promo. *26 Ag/200*
Campbell adds fish item. (Fish'n Chips dinner.) *16 S/16*
Nefco going consumer with Ship Ahoy frozen fish line. *14 O/8*
Norton Simon to buy SeaPak from Grace. *21 O/38*
Seabrook Foods subsidiary tells consumers the value of Carnation shrimp. Adbeat. *2 D/64*
SEAGRAM, JOS. E. & SONS
JWT resigns $2,000,000 in Seagram billings. LMN. *21 Ja/1*
Rutgers-Deutsch cites Seagram ad for public service. *13 My/30*

Seagram wine company gets new name, duties. *25 F/150*
Seagram's picks Warwick, Welsh & Miller. LMN. *25 F/163*
Seagram stirs sex into push for 100 Pipers. *4 Mr/8*
Rums of Puerto Rico & 2 Seagram units join forces. LMN. *4 Mr/53*
Hunter Wilson's Paul Jones to Lampert Agency. LMN. *4 Mr/53*
Seagram unit moves Ronrico to Leber, DDB gets General Wine's Lochan Ora Scotch. LMN. *22 Ap/1*
Seagram moves two execs to marketing posts. LMN. *15 J1/85*
Seagram Vintners shifts product groups to S.F. *26 Ag/16*
Top 100 national advertisers' 1973 marketing report. *26 Ag/102*
Brandwynne assigned to handle Seagram's 100 Piper's scotch int'l advertising. LMN. *26 Ag/209*
Seagram Distillers introduces El Charro tequila. LMN. *18 N/217*

SEALTEST
See KRAFTCO

SEALY INC.
Sealy breaks with tv spots for Golden Sleep Days. LMN. *17 Je/123*

SEAPAK CORP.
Norton Simon to buy SeaPak from Grace. *21 O/38*

SEARLE, G.D. & CO.
Searle to spring super sweetener. L. Edwards. *18 Mr/1*
Searle given FDA go-ahead to introduce its sweetener. *29 Jl/8*
Searle firms Equa plans; names NH&S to study ad plans for o-t-c items. *12 Ag/3.*

SEARS, ROEBUCK & CO.
Ward ad bills catalog as '74 'emergency saver.' *14 Ja/28*
Sears assigns advertising for Connecticut Valley Group to Kupper/Grant. LMN. *14 Ja/61*
Sears chalks up record sales, earnings in '73. *15 Ap/63*
Catalog trend is to specific markets, Sears exec feels. *13 My/55*
Sears squeezing ad dollars, but total will be up. *27 My/67*
Sears denies FTC charge of using bait and switch ad. *15 Jl/2*
Sears, Roebuck and Montgomery Ward carry higher fall catalog prices. Adbeat. *22 Jl/71*
Top 100 national advertisers 1973 marketing report. *26 Ag/176*
Sears move to price ads hints significant shift in marketing strategy. *2 S/1*
Sears national drives may hike local spending. *9 S/2*
Sears offering pantyhose at low prices. FTR. *23 S/8*
Sears sponsoring kiddie contest to win trip to Disneyland. Adbeat. *14 O/116*
Car, tire performance claim not typical, makers tell FTC. *18 N/4*
U.S. retailers making cuts-but ad budgets are unscathed. *9 D/1*

SEASONINGS
Specialty Brands' Spice Island seasoning and MJB Rice join in ad effort. Adbeat. *20 My/103*
American Pop Corn Co. introducing nationally Jolly Time Buttery Seasonings. Adbeat. *10 Je/66*
General Mills testing Suddenly Salad mixes. LMN. *2 D/1*

SEAT BELTS
You, too, can find success by running an ad contest. M. Grayson. (The story behind the safety belt 'stupid' campaign.) *5 My/51*

SECURITIES & EXCHANGE COMMISSION
Marketing, media execs on star-filled swindle list. *1 Jl/2*
WRG files private bid with SEC. LMN. *7 O/99*
SEC's latest rulings on mutual funds expected to bring rise in ad efforts. *11 N/12*
SEC member raps trend to going private. *18 N/1*
Wells, Rich stockholder files suit to halt agency's 'going private' bid. *25 N/2*
Fee changes will prompt more broker ads. T. Allen. *16 D/4*

SELF-REGULATION
NARB's Schick ruling highlights secrecy of FTC's regulations role. S. Cohen. *7 Ja/16*
Big spenders ask NARB to set guides for children's aids. *21 Ja/1*
Let's expose misleading ads before consumer protectors can. W. Tyler. *18 F/52*
Missouri group wants NARB to advertise itself. *25 F/144*
Latest ad code troubles British consumer chief. M. Kallenbach. *12 My/23*
Multinational companies are constructive force: Hollender. R. Bechtos. (Report on the IAA World Congress). *2 Je/3*
Ads must stress safety, first NARB report says. N. Giges. *24 Je/1*
Self regulation comes of age. Editorial. (First NARB guidelines on safety in advertising are successful.) *1 Jl/16*
Home furnishings industry sets voluntary ad guidelines. *8 J1/62*
Suit perils all local ad boards, says Denver group. N. Howard. *12 Ag/4*
ASA moving to strengthen U.K. voluntary ad regulation. M. Kallenbach. *12 Ag/20*
Self regulation nothing more than ad censorship: Shepard. M Block. *7 O/3*
Elliot vows ad industry's support for inflation battle. H. Bernstein (Review of 4A's Western conference.) *7 O/102*
FCC okays industry code on tot tv ads. *28 O/8*
Australian law succeeds ad field's self-regulation. L. Blanket. *4 N/10*
Public interest lost at NARB? Actions so far prove otherwise. W. Ewen. *11 N/17*
Manufacturer guidelines set for household appliance ads. T. Rowan. *18 N/2*
Suit against Denver review board called threat to all self regulation. *18 N/2*
British ad industry sets surcharge for financing broader control system. M. Kallenbach. *18 N/3*
Self regulation on trial. Editorial. (Advertising Club of Denver is one example that indicates self-regulation or government regulation are not cure-alls for industry guidelines, but both can remove some irritants.) *25 N/12*
Promoting self regulation. Editorial. (Warranty/FTC Improvement Bill indicates Congress is eager to encourage self-regulation.) *30 D/6*

SELLING AREAS—MARKETING INC.
Pet food sales $2.1 billion, SAMI says. *30 S/82*

SENIOR CITIZENS
Retirees' income woes core of USLIFE drive. *23 S/56*
'Gray Panthers' rap age bar. *7 O/78*
Fay's Drug sets senior citizens offer. Adbeat. *11 N/67*

SENNE, HENRY, ADVERTISING
Renamed Henry Senne Corp. *25 F/158*

SERVICE STATIONS
Return to stamps seen as promotion area shows growth. N. Giges. *11 F/2*
Credit card execs see little effect in gas station pullouts. *1 Ap/2*
Fuel crimp takes toll of road maps; oil companies try new approaches. *15 Ap/3*
Road maps and marketing. Editorial. (Oil companies cutting promo programs, ad campaigns and services create poor customer relations.) *22 Ap/16*
Trading stamps try citywide efforts. L. Haugh. *24 Je/24*
Oil marketers readying service station promos. L. Haugh. *5 Ag/1*
Retail openings increased in '73; gas stations down. *7 O/56*
What lies ahead in retailing for the abandoned gas station. E.B. Weiss. *21 O/62*

SERVOMATION CORP.
Servomation assigns account to David Deutch Assoc. LMN. *2 D/69*

SESAME STREET
New 'Sesame Street' items in works. *25 Mr/108*
Is 'Sesame Street' hurting youth study habits? H. McMahan. (McMahan raises questions about the true educational value of 'Sesame Street'). *13 My/43*
Harry the Grouch? Editorial. ('Sesame Street' may or may not be helpful to children in later years.) *20 My/16*
Non-commercial CTW stars find the other side pays, too. J. Forkan. *29 Jl/12*

SEVEN-ELEVEN FOOD STORES
7-Eleven begins promotion to establish home for eagles. *19 Ag/23*

SEVEN-UP CO.
Holiday slump aim of new 7up effort. Adbeat. *14 Ja/57*
Seven-Up rolls out sugar-free offering. (Storybook character, Goldilocks, is spokesperson.) *6 My/65*
Seven-Up picks execs. *20 My/100*
Top 100 national advertisers 1973 marketing report. *26 Ag/179*
What's happened since 'Uncola,' fake fur cases were appealed. S. Diamond. *16 S/64*
Seven-Up being promoted as holiday mixer. Adbeat. *16 S/92*
Mandlinfilm distributing tv commercial production film, using 7Up as example. Adbeat. *23 S/107*
Soft drinks attack sugar hikes with couponing. *2 D/1*

SEVENTEEN
'Seventeen' travels with tie-in push. *15 Ap/4*
'Seventeen' to publish 'Beauty Book.' Adbeat. *20 My/103*
'Seventeen' readies tour of fall fashion extravaganza. L. Baltera. *24 Je/60*
'Seventeen' moves account to Y&R. LMN. *19 Ag/51*
'Seventeen' to reduce page size in April. *11 N/76*
SEWING
GF rolls out new line of mail order fabrics, patterns. *8 Ap/50*
SEX IN ADVERTISING
Continental's new ad campaign spurs stewardess debate. H. Bernstein. *4 F/2*
Seagram stirs sex into push for 100 Pipers. *4 Mr/8*
Sexy shows still raise many sponsors' hackles. J. Forkan. *11 Mr/3*
Sex and sexuality. Editorial. (Revlon's highly successful selling approach stresses sex & sexuality, but there's more than one way to sell cosmetics & fragrances). *17 Je/16*
New National ads spark attacks against 'sexist' airline campaigns. B. Donath. *24 Je/2*
Airline ad flap stirring little official response. *1 Jl/6*
Bisexual chic is here—'making new markets, playing havoc with others.' J. Foxworth. *8 Jl/36*
SHAHEEN, JOHN
Shaheen hopes his NY newspaper will publish in 1974. Adbeat. *18 Mr/73*
Automated 'New York Press' ready for January debut. *10 Je/8*
Wall Street's hours change may hurt new 'N.Y. Press'. J. Forkan. *7 O/2*
Grey sets two-part drive for 'Press' spring debut. J. Forkan. *18 N/10* See also *4 N/89*, LMN.
John Shaheen files suit against three companies for defamation of credit information against 'New York Press'. FTR. *25 N/8* See also *16 D/77*. LMN.
SHAKESPEARE CO
Shakespeare names Henderson. LMN. *4 Mr/53*
SHAKEY'S INC.
Shakey's appoints JWT/West. LMN. *13 My/93*
SHAMPOOS
Helene Curtis breaks new tv ads for Everynight shampoo. LMN *28 Ja/61*
Three Colgate items in test; (two shampoos and Baggies lunch bags.) LMN. *11/F/65*
Gillette readies Earth Born rollout. LMN. *22 Ap/81*
R-M tests Clearasil Shampoo. LMN. *22 Ap/81*
Helene Curtis builds comeback around youth line. L. Baltera. *13 My/1*
Body-On-Tap expanded. *13 My/12*
Earth Born ads tout non-alkaline balance. LMN. *10 Je/1*
Competitors ready moves to counter Earth Born ad bid. J. O'Connor. *17 Je/1*
Pure & Simple shampoo tests. LMN. *24 Je/69*
L'Oreal sets Preference shampoo item. L. Baltera. *1 Jl/2*
Shampoos, deodorants big gainers as '73 sales climb 10%. Maxwell. M. Synon. *22 Jl/3*
Breck tests dandruff shampoo. LMN. *29 Jl/53*
Capri toiletries ready fall effort for revamped line. *26 Ag/22*
Alberto tests pH balance shampoo. LMN. *26 Ag/209*
Panco Ltd. introduces Earthenwear acid balanced shampoo. LMN. *2 S/41*
Bristol-Myers' Clairol division goes national with Look of Buttermilk shampoo. LMN. *9 S/85*
Controversial Earth Born ad reported off tv. *16 S/1*
Shampoo rivals wonder when P&G will seek old dominance. N. Giges. *23 S/3*
B-M's store tested new shampoo now up for evaluation. LMN. *23 S/111*
S.C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*
More homes use Crest, drink Maxwell House, ARB brand study shows. J. Forkan. *28 O/20*
Vick Chemical expands Clearasil shampoo. LMN. *28 O/71*
Dandruff Man cometh in new P&G ad. *4 N/3*
Alberto adds anti-trust to Gillette suit. J. O'Connor. *11 N/3*
Andrew Jergens moves national with "Gee Your Hair Smells Terrific" shampoo & conditioner. LMN. *2 D/69*
Breck division breaks advertising for Breck Shampoo For Long Hair LMN. *9 D/73*
Shampoo execs balk at FTC data interpretation. *16 D/78*
Head & Shoulders latest ads stress milder scent. *30 D/1*
See also HAIR CARE PRODUCTS
SHARE OF MARKET
See 100 Leading National Advertisers issue Aug. 26, 1974.
SHARMAN, JOHN
JWT divides int'l; Lanigan, Sharman get new positions. R. Bechtos. *9 S/3*
SHARP ELECTRONICS CORP.
Sharp names William Anderson to new post. LMN. *24 Je/69*
SHAVING EQUIPMENT
Personal care industry's growth is seen continuing. *11 F/58*
Shavemaster Groomer shaver ads break. LMN. *25 F/163*
Schick sets major effort for its twin blade items. *4 Mr/1*
Chesebrough-Pond's tests Vaseline Aftershave Care lotion. LMN. *4 Mr/53* Correction: *1 Ap/8*.
Norelco push set. *18 Mr/70*
Personal care items' global outlook good. *1 Ap/28*
S.C. Johnson begins national distribution of Special Edge. LMN. *6 My/81*
Norelco anti-wet shave effort doesn't faze blade makers. J. O'Connor. *27 My/32*
Schick tests 'more dramatic' spots. J. O'Connor. *17 Je/4*
NAD investigating Remington commercial comparing its shaver to Schick's shaver. LMN. *17 Je/123*
J.B. Williams Co. tests Tender Face pre-shave. LMN. *1 Jl/55*
Noxell introducing Noxema Wild Forest shave cream. LMN. *1 Jl/55*
Gillette moves into test with Daisy shaver. LMN. *15 Jl/1*
Close shave, but Stirling Getchell charms Colgate with 'small bubble lather.' T. Adams. *22 Jl/51*
Sperry Rand shavers get hefty ad push. *12 Ag/58*
Braun seen abandoning U.S. shaver market bid. *16 S/50*
Which ad attracted more readers? (Readership scores of Edge Protective Shave ads.) J. Rock. *23 S/77*
Schick Inc. offers dryer with purchase of electric shaver. LMN. *21 O/99*
S.C. Johnson seeks to bolster profits via personal care moves. N. Howard. *28 O/2*
Aramis Inc. goes national with Chromatics aftershave. FTR. *9 D/8*
Personna Double Edge II slated for '75 rollout. LMN. *23 D/1*
North American Philips runs electric shaver commercials on sports shows. LMN. *23 D/25*
SHAEFFER, W.A. PEN CO.
Sheaffer Pen adopts international ad approach. Adbbeat *11 Mr/53*
Sheaffer readies White Dot marker pens. LMN. *22 Ap/81*
SHELL CHEMICAL CO.
Bow set for Shell's new insecticides. *21 Ja/8*
EPA moves to ban Shell pesticides. *19 Ag/16*
SHELL OIL CO.
Shell, Texaco & Mobil use newspaper space to explain operations. FTR. *21 Ja/8*
Some no-lead brands replace low-lead gas. AA Roundup. *27 My/6*
Shell tests do-it-yourself auto & motorcycle service centers. FTR. *24 Je/8*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*
Gasoline supplies on the rise, but ad efforts are still scarce. T. Rowan. *15 Jl/3*
Shell testing q & a energy ad. *5 Ag/48*
Top 100 national advertisers 1973 marketing report. *26 Ag/179*
SHEPARD, THOMAS R.
Self regulation nothing more than ad censorship. Shepard M. Block. *7 O/3*
SHERATON CORP.
Sheraton taps Rauscher. *9 S/26*
Sheraton drops its own credit card. *2 D/25*
SHERRELL PERFUMERS
Fragrance 'copier' offers famous scents, low price. M. Maples. *11 N//21*
SHERWOOD PUBLISHING CO.
'Venture,' two supplements to bow in fall. B. Donath. *3 Je/6*
SHIPS & SHIPPING
S.S. France campaign set. FTR. *15 Ap/8*
Ad showing Titanic's loss draws a 'stern' objection. *4 Mr/50*
S.S. France to be retired at end of September. Adbeat. *15 Jl/87*

SHOES
Butler's shoes gets multi-media effort. *26 Ag/212*
Kickers Inter-America selects Ten Chin & Co., NYC, for account. LMN. *16 D/77*
'SHOPPER'S VOICE'
'Shopper's Voice' insert begins circulation with newspapers in 85 markets. Adbeat. *6 My/78*
'Shopper's Voice' launches test of product sampling. *3 Je/37*
SHOPPING BAGS
Shopping bag ads grow. *29 Ap/40*
SHOPPING CENTERS
Single-copy sales spurred by shopping centers. R. Goshorn. *18 N/151*
Fred Meyer's plan for s&l's worries Oregon competitors. *18 N/208*
SHORTAGES
What will '75 fashion colors be? Same as '74—Shortage limits dyes. L. Baltera. *7 Ja/3*
Electronics marketers brace for supply pinch. T. Rowan. *14 Ja/2*
Home furnishings men hike consumer budgets; fuel bind instrumental. V. Adams. *14 Ja/3*
Housewares buyers act as shortages threaten. T. Rowan. *21 Ja/3*
Activity in liquid detergents seen as image-recouping route. N. Giges. *28 Ja/3*
Big advertisers not cutting budgets in energy crunch. AA Roundup. *4 F/27*
Foster Grant tells customers: 'Use less.' S. Feldman. *4 F/27*
Seize opportunity, despite shortages, marketers urged. *4 F/27*
Shortage calls for ad shifts, AA's Danzig tells agencies. *4 F/46*
British agencies feeling the crunch as three-day work weeks drag on. M. Kallenbach. *11 F/2*
Amoco Oil breaks gas-saving advice. Adbeat. *11 F/70*
Sporting goods market growth seen. T. Rowan. *18 F/2*
Shortages crimp Toy Fair entries. J. Forkan. *18 F/10*
Kimberly-Clark sees ample tissue supplies in 1974. *18 F/28*
Shortages mean ad opportunities, ABP told. S. Feldman. (Report on the ABP's winter conference on 'Publishing in a Shortage Environment') *25 F/6*
Panic-mongering and marketing. Editorial. (AA urges advertisers to counter rumor-inspired panic buying in rushing in with advertising to carefully advise the public of the true situation.) *25 F/16*
Shortages slowing British promotions. *25 F/158*
'De-marketing' unfolds from energy shortages. *25 F/169*
Exxon reports shortage of oil drums used for shipping. Adbeat. *4 Mr/49*
New Market fight seen as Du Pont pulls Zerex. *8 Ap/2*
Shortage of new cars predicted. *15 Ap/10*
Here are 29 checkpoints for market planners in an era of shortages. E.B. Weiss. (First of 2-parts.) *15 Ap/37*
Checkpoints for helping market planners to ease shortage era. E.B. Weiss. (Last of 2 parts.) *22 Ap/56*
Marketing still relevant despite scarcity: Lazer. *29 Ap/2*
Newspaper group details ad goals; shortages may put kink in forecast. J. Forkan. *29 Ap/3*
Shortages: What all brand managers should know. J. DiGianni. *29 Ap/54*
Australia's crisis is man-made; strikes supersede shortage. L. Blanket. *20 My/26*
Shortages cloud 1974 outlook for Canada advertising, economy. N. Cotter. *20 My/27*
Fuel and gas feast or famine cuts oil advertising in Italy. A. & W. Carnahan. *20 My/38*
Don't cut back ads: Lavin. *3 Je/62*
Cutback moves must fit buyer needs, group told. *10 Je/32*
Business press takes lead in easing industry problems. G. Cohan. *17 Je/40*
Autos, trucks and other products change direction in shortage era. E.B. Weiss. (First of 2 parts.) *17 Je/101*
Bloomfield State Bank, N.J. running ads offering 10¢ on every 100 pennies brought in. Adbeat. *17 Je/108*
Crisis altered buying habits, Texaco vp tells IAA group. *24 Je/12*
Paper prices escalate; increased supply distant. *8 Jl/8*
Shortage era affects marketing planning, control. E.B. Weiss. (Last of 2 parts) *22 Jl/46*
Antifreeze next on the 'crunch' list. T. Allen. *29 Jl/54*
Alcoa to drop its foil wraps; Reynolds will stay in market. *26 Ag/8*
Bic Pen reduced packaging to save raw materials. Adbeat. *9 S/88*
Antifreeze marketers set major winter ad campaigns. *16 S/2*
Shortages of pennies result in bank promotions. Adbeat. *16 S/92*
No early end to paper shortage predicts Thompson of Bergstrom Paper. Adbeat. *23 S/107*
Stress company, not product in ads, NFAA meeting told. *30 S/92*
Growth plans hampered by costs, ABP survey finds. *7 O/49*
Why fuel crunch didn't ground Piper. *14 O/76*
Growth can hurt, marketers hear at Conference Board. *21 O/2*
Foster Grant uses nostalgia for polystyrene print drive. *4 N/39*
Shortages, wage disputes threaten U.K. ad drive. *11 N/65*
'Lazy' bees slow effort to sting sugar. *18 N/1*
Paper outlook for magazines is cloudy. F. Davis. *18 N/102*
WIN ads stymied by cash shortage. J. Revett. *25 N/1*
We'll see fewer new products in 1975—culprit is shortage of capital, resources. E.B. Weiss. (First of 2 parts.) *2 D/35*
The new era of shortages complicates marketing. E.B. Weiss. (Last of 2 parts.) *16 D/56*
SIEBER, SUDLER & McINTYRE
Deltakos loses Parke billings to Sieber, Sudler, McIntyre. LMN. *19 Ag/1*
SIEBRASSE, RICHARD W.
Siebrasse gets key marketing post in major exec shuffle at Best Foods. *9 S/3*
SIEGRRIEDT, FRED (author)
How to shoot tv spots in the old World. *30 D/19*
SIMMONS CO.
Simmons breaking fall campaign. LMN. *24 Je/69*
Simmons Co. breaks consumer education program on buying a mattress. Adbeat. *25 N/56*
SIMMONS, WILLIAM R.
Ten who made advertising news in 1974. *16 D/cover.*
SIMMONS, W.R. & ASSOCIATES
New Simmons boss orders moves to hike recovery rate. J. Forkan. *28 Ja/2*
ARF sends drafts of auditing reports to Simmons and Target Group for corrections and comments. LMN. *4 Mr/53*
Study made on drinking patterns. Adbeat. *25 Mr/103*
ARF will submit audit for final revisions. LMN. *1 Ap/55*
Cordura seeking buyer for W.R. Simmons. LMN. *29 Ap/1*
Stanton to purchase Simmons from Cordura; also JWT considers selling Axiom. LMN. *13 My/1*
ARF waiting for Simmons' comments of draft before releasing Target Group Index. LMN. *12 My/93*
Execs say Simmons buy from Cordura neat; doubts linger. J. Forkan. *20 My/2*. See also LMN p. 107.
ARB critizes Simmons, TGI reports. LMN. *20 My/107*
Admen study new ARB audit; report stings Simmons, TGI. J. Forkan. *27 My/3*
Frank Stanton's initial plans to buy W.R. Simmons from Cordura Corp. altered. LMN. *27 My/63*
Simmons chief asks in-progress audit by ARF to reassure industry skeptics. J. Forkan. *3 Je/3*
ARF studying audit subjects, while considering continuation of Simmons/TGI reports. FTR. *3 Je/8*
Simmons study on way; A&S, Sindlinger halted. *15 Jl/8*
Researchers attack ANA critique; say studies tailored to client wishes. B. Donath. *12 Ag/2*
ANA report is a warning. Editorial. (Magazine readership surveys cause such controversy, warnings should be given to purblishers and research organizations that reports will be subjected to critical scrutiny.) *19 Ag/12*
New ARF audit devised; services will pay costs. *26 Ag/6*
Rating group won't audit services' data. *23 S/8*
Starch 'elite' study out; 'Time' leads 21 others. *21 O/8*
Simmons study, partially out, shows some surprises vs. '73. *4 N/4*
Variances in new Simmons data leave magazines baffled and angry. B. Donath. *18 N/1*
'Time' will back search for alternative research. B. Donath. *25 N/1*
'Time' seeks industry support in research beef. *2 D/2*
ARF votes new committee on research methods. B. Donath. *16 D/6*
ARF report finds no real evidence of distortion in Simmons study. *30 D/2*
SIMNER AMERICAN CORP.
Contraceptive group set for long battle to air ads. M. Christopher. *17 Je/2*

SIMON, NORTON INC.
Johnnie Walker Swing gets new carton. Adbeat. *15 Ap/62*
Epting raps outside services; says NSC building own talent. J. O'Connor. *6 My/1*
Always a need for talent. Editorial. (Lawrence Epting stresses continual need for outside services as advertisers expand programs, projects and campaigns.) *13 My/14*
All who play media shops one against one lose: Reiner. *13 My/24*
Creative services route still viable, execs say, despite Somon, McAn. J. O'Connor. *3 Je/3*
Top 100 national advertisers 1973 marketing report. *26 Ag/180*
Denver Chemical, one NSI orphan, hypos ad budget, plans new products. N. Giges. *7 O/1*
Norton Simon to buy SeaPak from Grace. *21 O/38*
NSI says new product moratorium at Hunt-Wesson unit may be over. *18 N/6*
Carter will buy Denver Chem. from N. Simon. *16 D/20*
SIMON & SCHUSTER
S&S to merge with Harcourt. *12 Ag/57*. See also *26 Ag/209*, merger talks cease
SINCLAIR RADIONICS
Sinclair Radionics using educational advertising for its calculators. Adbeat. *10 Je/66*
SINDLINGER & CO.
Simmons study on way; A&S, Sindlinger halted. *15 Jl/8*
Sindlinger magazine research co. returns. LMN. *27 My/63*
SINGER CO.
Singer reducing fabric line in ratail outlets. Adbeat. *27 My/60*
SIOUX HONEY ASSN.
Lazy' bees slow effort to sting sugar. *18 N/1*
SIX FLAGS INC.
Amusement parks can test products. *25 N/49*
SKIL CORP.
Skil Corp. files suit over Rockwell Int'l tool ads. *11 F/66*
SKIN CARE PRODUCTS
Unilever launches Pears hand lotion. *18 F/47*
Chesebrough-Pond's introduces Fresh Herbal Vaseline Intensive Care. LMN. *19 Ag/51*
Breck division testing new hand & body lotion. LMN. *14 O/109*
Noxell, via spot tv, tests Raintree hand & body lotion. LMN. *16 D/77*
Anti-acne cleansing product is moved to the N.Y. metro area. LMN. *25 F/163*
Loctite Corp. changes name of skin adhesive. LMN. *3 Je/61*
Hydra-Dior line to bow. *5 Ag/10*
Capri toiletries ready fall effort for revamped line. *26 Ag/22*
Combe Inc. testing aerosol spray Lanacane. LMN. *26 Ag/209*
Coty introduces Sweet Earth "Suds" nationally. LMN. *2 S/41*
Rubinstein sets ads for new fall entries. *9 S/64*
SKILLET DINNERS
See CONVENIENCE FOODS
SKINNER MACARONI CO.
Henry heads Skinner. *25 F/169*
SKOOG, CHARLES V. JR. (author)
Advertisers and agency men examine magazines—today and tomorrow. *18 N/184*
SLEEP REMEDIES
Jeffrey Martin moves Compoz to Kelly, Nason. LMN. *9 S/85*
SLOGANS
Avis new print ads team women & new slogan. LMN. *3 Je/61*
'Move our tail' ads work: Continental. *10 Je/16*
Allen tells Ford Mr. Know It All is his property. *1 Jl/60*
Corn is not just for eating. S. Bernstein. (SRB comments on the creativity of the Let's Have Better Mottoes Assn.) *19 Ag/12*
Continental will continue to 'move its tail' in '75: Levine. *9 D/64*
SLOW-PAY
See ADVERTISING AGENCIES — COMPENSATION LIABILITY
SMALL, JOHN F., INC.
Panel on blacks agrees data lack hurts media. *1 Ap/10*
Small weighing merger offers. LMN. *22 Ap/81*
SMITH, C. ARNHOLT
WIMC vows payment of Barnes-Chase media debts. *20 My/2*
SMITH/GREENLAND CO.
Klein tapped at S/G; Pittman, Popcorn exit. *1 Jl/4*
Hudson Pulp signs accounts to Smith/Greenland. FTR. *29 Jl/8*
SMITHKLINE CORP.
Light flu season disappoints advertisers of cold remedies. N. Giges. *11 Mr/3*
SmithKline's successful use of scent ads has promoted expansion to pharmaceutical publications. Adbeat. *12 My/89*
Top 100 national advertisers 1973 marketing report. *26 Ag/181*
Menley & James division tests Coldprin tablets. LMN. *11 N/73*
SMUCKER, J.M. CO.
Smucker's introducing apple juice in cans. LMN. *26 Ag/209*
SNACK FOODS
Fairmount Foods tests new line of tortilla chips. LMN. *7 Ja/53*
Nabisco moves Lil Loaf crackers national; tests Fancy This Cocoa Claires cookies and Crisp 'n Easy coating mix. LMN. *18 F/67*
Two bring out soy nut snack *18 F/68*
Dittos challenge P&G's Pringle's. *20 My/82*
Frito-Lay testing Frito Chilito's and Bacon Nips. LMN. *10 Je/63*
General Mills tests potato chips in a tub. LMN. *1 Jl/1*
Frito tests Pringle-type stack chip, new unit for warehouse distribution. L. Edwards. *12 Ag/1*
Standard Brands bans introduction of dehydrated potato chip. LMN. *11 N/73*
SNIBBE PUBLICATIONS INC.
Snibbe Publications promoting new Christmas book. Adbeat. *26 Ag/206*
SNOW BLOWERS
Ford sets ads for blowers, tractors. R. Gray. *7 Ja/39*
SNOW SPORTS PUBLICATIONS
Snow Sports acquires 'Invitation' book. *6 My/16*
SNOWMOBILES
Snowmobile execs look for sales upswing in '75 season. T. Rowan. *8 Ap/56*
SOAP
Yardley of London to introduce Old English Herbal soap. LMN. *4 Mr/53*
Caress soap bar may be just what Lever needed. N. Giges. *8 Ap/50*
Tone rolls out to challenge Caress. L. Edwards. *6 My/2*
Soap, detergent sales increased 3.8% in '73; liquids gain: Maxwell. M. Synon. (Includes soap and detergent market shares.) *17 Je/2*
Village Bath Products introduces Beauty Bath Shaker & Village Greenery Soap Collection. Adbeat. *15 Jl/87*
Food & Drug Adm. questions effectiveness of germ-killing ingredients in deodorant soap. FTR. *5 Ag/8*
FDA panel report may mean trouble for deodorant soaps. *12 Ag/6*
P&G alters soap bar ads; denies any repositioning. *26 Ag/216*
P&G testing Coast deodorant bar soap with tv. LMN. *2 S/1*
P&G revamps Gleem, Camay ad approaches. *7 O/100*
Armour-Dial introduces new family size Dial. LMN. *21 O/99*
Jergens testing new Woodbury Nature Scents soap. *21 O/99*
SOAP OPERAS
Soapers still pack 'em in despite games growth. J. Forkan. *11 F/10*
"When a Girl Marries" radio soap opera recreated. Adbeat. *27 My/60*
Real-to-life drama on "How to Save a Marriage" gets public reaction. Adbeat. *26 Ag/206*
SOAP PADS
Gillette tests Buster; eyes new areas. J. O'Connor. *15 Jl/1*
SOCCER
See SPORTS
SOCIAL RESPONSIBILITY
ITT unveils $6,000,000 corporate ad drive for '74. *14 Ja/1*
Rutgers-Deutsch cites Seagram ad for public service. *13 My/30*
Advertising must help solve world economic woes: Ally. *29 Jl/1*
'Esquire' ad honors go to 19 companies. *21 O/37*
SOCIETY OF NATIONAL ASSN. PUBLICATIONS
Agency exec says trade publishers misuse promotion. *8 Jl/45*
Advertising sales for trade & professional society publications increases. Adbeat. *2 S/44*
SOCIETY OF PUBLICATION DESIGNERS
Society of Publications Designers sponsors magazine awards. Adbeat. *10 Je/66*
SOELL, BARBI, & ASSOCIATES
Soell sets company. *15 Ap/29*

SOLZHENITSYN, ALEXANDER
Bic Pen ships Solzhenitsyn lifetime supply of pens. Adbeat. *23 S/107*
On Solzhenitsyn, ad morality and keeping one eye closed. 'my'. *4 N/62*
SOMERSET IMPORTERS LTD.
Somerset adds scotch. *11 F/61*
Which ad attracted more readers? J. Rock. (Readership scores of Johnnie Walker Red ads.) *21 O/65*
SONN, IRVING
Advertisers and agency men examine magazines — today and tomorrow. (Comments by Mr. Sonn.) *18 N/186*
SONY CORP. OF AMERICA
Sony Corp. assigns hi-fi unit to RS&L. FTR. *18 F/8*
Superscope sets audio ads. *10 Je/64*
Sony creates comic book character, and Radio Recycling program to encourage repair of unwanted radios for charitable organizations. Adbeat. *19 Ag/47*
Sony Canada push set. *16 S/33*
Sony backs 'Sound' for its hi-fi campaign. *23 S/57*. See also *16 S/89*, LMN.
TV makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*
SORIA, LUCIEN J.
'Ghosts' haunt E. Europe ad efforts, but area still promising, Soria says. R. Bechtos. *25 N/3*
SOSLAND PUBLISHING CO.
Baking book set. *14 Ja/22*
'SOUND'
Sony backs 'Sound' for its hi-fi campaign. *23 S/57*. See also *16 S/89*, LMN.
SOUPS
More soups on, as Progresso seen aiming at Chunky lines. N. Giges. *14 Ja/3*
Campbell sets 'umbrella' effort, alters Chunky ads. *21 Ja/10*
Borden's Wyler Foods breaks bouillon promotion. Adbeat. *25 F/154*
Campbell Soup expands test of single serving Chunky soup. Adbeat. *4 Mr/49*
Lipton Cup-a-Soup expands line in Canada. *1 Ap/24*
Heinz doubles '74 ad budget to support its consumer line. N. Giges. *29 Ap/3*
Heinz challenging Campbell with hearty soup. Adbeat. *21 O/95*
New Chunky soups get tv, magazine launch. *18 N/20*
SOUTH AFRICA
South Africa sees commercial tv as possible by 1976. *28 Ja/22*
'Defense: Africa' set for U.S. representation by Powers International. *25 F/145*
SOUTH AMERICA
Travel group plans drive to promote So. America. *21 O/47*
SOUTH KOREA
Seoul, South Korea will open 1st subway system. Adbeat. *5 Ag/39*
SOUTHAM BUSINESS PUBLICATIONS
Southam buys two. *20 My/82*
SOUTHEASTERN DISPLAYS
Willock sells signs. *25 F/140*
SOUTHERN AIRWAYS INC.
Southern Airways narrows its search for an agency. FTR. *25 F/8*. See also *11 F/8, FTR.*
Southern Airways moves account to McDonald & Little. LMN. *11 Mr/57*
National near NAB okay for new 'I'm going to fly you' ads. *4 N/2*
Southern Airways ad campaign ruled deceptive. FTR. *18 N/8*
SOUTHERN REGIONAL COUNCIL INC.
'Southern Voices,' Southern Regional Council Inc., Atlanta. *18 F/71*
SOUTHLAND LIFE INSURANCE CO.
Southland picks Norsworthy agency. LMN. *1 Ap/55*
SOUTHWESTERN ASSN. OF ADVERTISING AGENCIES
Southwestern shops get look at the '80s. *13 My/39*
SOUTHWESTERN BELL TELEPHONE CO.
Southwestern Bell fighting to bar preferential listings. *28 Ja/58*
SOVIET UNION
Petroleum Engineer Publishing joins Soviet trade group to publish 'Petroleum Engineer' in Moscow. FTR. *7 Ja/8*
Joint U.S.-Russia business press venture is set. *14 Ja/32*
Chilton handles U.S. distribution of Russian 'Soviet Export.' LMN. *18 F/67*
Filmed in Russia, Spokane Fair ads star Olga Korbut. *25 F/8*
'BW' to run Russian insert. *11 Mr/6*
How to get corporate identity behind the Iron Curtain. W. Landor. *8 Ap/43*
USSR hankers for U.S. trade, but goes slowly on ad use. R. Bechtos. *20 My/50*
Soviets plan ads to boost Western trade. *1 Jl/55*
Coke, U.S.S.R. set info exchange program. *8 Jl/45*
More Soviet goods head to U.S., but no ads likely. J. Revett. *15 Jl/6*
USSR okays test of Life Savers gum. *15 Jl/6*
Marsteller ties with Parker in Soviet Union. *12 Ag/20*
Brunswick Corp. opening first bowling center in Moscow. Adbeat. *23 S/107*
Bic Pen ships Solzhenitsyn lifetime supply of pens. Adbeat. *23 S/107*
Soviets irked at vodka ads. *28 O/10*
How FG became the sunglasses of the stars. M. Edwards. *11 N/17*
SOY PROTEIN PRODUCTS
See VEGETABLE PROTEIN PRODUCTS
SOYBEANS
Two bring out soy nut snack. *18 F/68*
SPAIN
B&B buys interest in Barcelona ad agency. *7 Ja/56*
SPAINSH ADVERTISING & MARKETING SERVICES
DeGarmo sets SAMS buy *16 S/66*, LMN. See also *7 S/85*. LMN.
SPANISH NATIONAL TOURIST OFFICE
Spanish Tourist office names Compton. FTR. *6 My/8*
SPECIAL JAZZ OFFER LTD.
Special Jazz Offer Ltd. running spots to promote albums. Adbeat. *14 O/116*
SPECIALTY BRANDS INC.
Specialty Brands' Spice Island seasoning and MJB Rice join in ad effort. Adbeat. *20 My/103*
SPECTOR, LARRY (author)
Bug tv and reassure the public. L. Spector. *6 My/59*
'SPEED & SUPERCAR'
Name changed to 'Imported Car Performance.' *18 F/68*
SPEIDEL DIVISION
Speidel introducing British Sterling after shave moisturizer. Adbeat. *3 Je/57*
SPEIDEL WATCH CO.
Speidel promotes Time Modulator digital quartz watch. LMN. *25 N/53*
SPENCER MARKETING SERVICES
OTB taps Spencer. *25 Jl/39*
SPERRY & HUTCHINSON CO.
S&H retailer guide out. *13 My/30*
Trading stamps try citywide efforts. L. Haugh. *24 Je/24*
SPERRY-RAND CORP.
B-M led business advertisers in 1973; Sperry-Rand second. *10 Je/6*
NAD investigating Remington commercial comparing its shaver to Schick's shaver. LMN. *17 Je/123*
NAD sends Remington, Zenith cases to NARB. *15 Jl/86*
Sperry Rand shavers get hefty ad push. *12 Ag/58*
Top 100 national advertisers' 1973 marketing report. *26 Ag/182*
Sperry Rand request to NARB to drop probe of Remington shaver advertising rejected. FTR. *23 D/8*
SPIRO & ASSOCIATES INC.
Spiro billings up. *7 Ja/10*
Playboy unit assigned to Spiro & Assoc. LMN. *28 Ja/1*
SPORTMART INC.
Cerre heads Sportmart. *1 Jl/20*
SPORTS
Sports tops Syndicast's 1974 offerings. *14 Ja/26*
American Airlines tourney set. Adbeat. *28 Ja/57*
NBC baseball lineup gets five new sponsors for '74. J. Forkan. *11 F/3*
TVS sports carries Thursday WFL games. LMN. *18 F/67*
TVS sees $5 million in new pro football pact. J. Forkan. *25 F/3*

Ratings revealed for ABC-TV's sports series. Adbeat. *25 F/154*
Mets and Yankees sharing Shea Stadium, while Rheingold scoreboard advertising has been replaced by Schaefer. Adbeat. *18 Mr/73*
Hertz truck division buys co-sponsorship of Mets games. LMN. *1 Ap/55*
WGN negotiating with WFL for team coverage. LMN. *1 Ap/55*
Canada moves to block WFL entry. LMN. *8 Ap/65*
Promoters already cashing in on Hank's record-breaking 715. *15 Ap/2*
New football league's tv package one-third sold. J. Forkan. *29 Ap/4*
Tandem forms network for package tennis matches. *29 Ap/75*
Tennis latest sport in bid for bigger share of tv ad dollars. J. Forkan. *6 My/3*
Carling Brewing first to sign with WGN for WFL broadcasts. LMN. *6 My/81*
Tea Council begins promotion to celebrate 100th anniversary of tennis in the USA. Adbeat. *6 My/78*
Mets viewers low income? WOR/Nielsen study says no. *13 My/74*
Sports specials vehicle created by SFM Media Service Corp. will expand. Adbeat. *20 My/103*
International House of Pancakes using football theme for advertising campaign. *27 My/63*, LMN. See also *12 Ag/57*, LMN.
Ralph Branca & Bobby Thompson fight N.Y. insurance company & its agency for use of film clip of Thompson's home run as tv commercial. Adbeat. *3 Je/57*
Nets set sport buys; ABC wins Derby. J. Forkan. *17 Je/6*
Foreman-Ali fight ad tie-ins to include rotating ring posts. *24 Je/73*
NBC-TV renews Family Circle tennis special. Adbeat. *24 Je/72*
Chevrolet 1975 tv buys include WFL games. LMN. *1 Jl/55*
Sponsors chosen for Metromedia's telecasts of WFL games. FTR. *8 Jl/8*
Kemper drops tennis tournament, keeps golf. *8 Jl/60*
Sponsors buying time on NFL-College All Stars football game compensated for game cancellation. Adbeat. *22 Jl/71*
Advertising time for All-star baseball game sold out on NBC. LMN. *22 Jl/75*
Hollywood Park turns race reruns into ad medium. *22 Jl/75*
Old Spice NBA tie-in is bid for younger users. *29 Jl/16*. Correction: *12 Ag/60*.
Tennis now "in" sport, replacing golf, indicated at Marsteller Inc.'s employee seminar. Adbeat. *12 Ag/50*
No tv ad defections yet as strike imperils NFL. *12 Ag/57*
Trashball promotion working to de-litter Baltimore streets. *19 Ag/39*
United readies ski promotion. *26 Ag/215*
Stay tuned, sports fans, CBS may air pro soccer. *2 S/25*
Continental Communications syndicates video-taped cable-tv sports package. LMN. *2 S/41*
Andy Williams & Jackie Gleason golf tourneys picked by Hughes Television. Adbeat. *2 S/44*
New 'All Sports' aimed at lower 2,000 markets. *16 S/33*
Carling stresses sports in year-end effort. *16 S/38*
Brunswick Corp. opening first bowling center in Moscow. Adbeat. *23 S/107*
Plaza Group finds lack of interest by merchandising licensees for Foreman-Ali fight. FTR. *30 S/8*
'FC' sponsors Women's Pro Tennis tourney. Adbeat. *30 S/87*
Forbes plans non-stop Atlantic flight in balloon. *30 S/96*
TV will renew WFL for '75. LMN. *14 O/109*
TVS expands from TV sports into specials. J. Forkan. *21 O/3*
Tennis market seen topping $500 million in '74. *21 O/44*
L'Eggs Products looks for tennis pro to join in World Series of Tennis. Adbeat. *21 O/95*
'Weekend Kickoff' supplement launched in Chicago, Cinncinati and Washington. Adbeat. *21 O/95*
C-P readies track meets, Bancroft buy. *28 O/21*
Hemdale Leisure Corp. runs tv campaign to promote Ali-Foreman fight. LMN. *28 O/71*
Zaire loses $2,000,000 on fight; Mutual scores. *4 N/92*
ABC eyes female audiences as strong market for sports fare. J. Forkan. *11 N/3*
TWA promoting Ali-Foreman fight on flights. Adbeat. *18 N/202*
"Superstars" Special includes women's & celebrity's version. Adbeat. *2 D/64*
First national televised women's basketball game not slated for prime time. Adbeat. *9 D/68*
ABC Monday nite football high in ratings. Adbeat. *23 D/23*
NBC-TV's Super Bowl IX telecast sold to 17. LMN. *30 D/1*

SPORTS CAR CLUB OF AMERICA
Sports Car Club breaks public service ads on car pooling. Adbeat. *4 Mr/49*

SPORTSCASTERS
Fred Williamson is first new tv season casualty. M. Christopher. *23 S/4*
Networks say sportscasters are now settled in-finally. *23 S/114*

SPORTS EQUIPMENT
Sporting goods market growth seen. T. Rowan. *18 F/2*
Crosman Arms celebrates 50th anniversary in sporting goods industry. Adbeat. *25 F/154*
Rawlings Sporting Goods breaks ads for tennis racket. Adbeat. *1 Jl/53*

'SPORTS ILLUSTRATED'
Harvard sets 'SI' lampoon for October. *13 My/32*
'SI' boosts ad rates. *25 N/46*

SPORTS INVESTORS INC.
'Tennis News' launched. *10 Je/66*

SPRING AIR MATTRESS CO.
Spring Air Mattress Co. increases national budget for '75. Adbeat. *30 D/32*

SQUIBB CORP.
Squibb increases primarily due to E. R. Squibb unit. *18 Mr/39*
Natural trend boosts vitamin sales; makers walk narrow line on claims. L. Baltera. *22 Ap/3*. Correction: *29 Ap/16*.
Top 100 national advertisers 1973 marketing report. *26 Ag/183*

STAAB, WALTER (author)
Newspapers can lure more national advertisers with more flexible rates. *1 Ap/36*
Magazine rate discounts in today's marketplace: are they trick or treat? *29 Jl/37*
Why computers and Dr. Strangelove can hurt us, or help us—but not replace us. *16 S/57*
TV advertisers: Take your own close look at verification. *11 N/38*

STALEY, A. E. MFG. CO.
Sta-Puf concentrate breaks new tv commercial. Adbeat. *14 Ja/57*
Sta-Puf Blue moves into Midwest. LMN. *15 Ap/59*
A. E. Staley testing new soy protein extender. LMN. *24 Je/69*

STAGG, CHRISTOPHER (author)
How to sell your (mail) company. *12 Ag/38*

STAMPLEMAN, HENRY CO.
Foreman-Ali fight ad tie-ins to include rotating ring posts. *24 Je/73*

STANDARD BRANDS
Standard Brands votes on purchase of American Pet Co. FTR. *7 Ja/8*
Two bring out soy nut snack. *18 F/68*
Standards Brands, Bates to barter health tv series. *4 Mr/50*
Standard Brands reviving adv. of Planters peanut butter. LMN. *5 Ag/43*
Top 100 national advertisers 1973 marketing report. *26 Ag/183*
Standard Brands bans introduction of dehydrated potato chip. LMN. *11 N/73*

STANDARD INDUSTRIAL CLASSIFICATION
SIC being misused, machinery group claims. *2 S/15*

STANDARD MILLING CO.
Standard Milling Co. breaks ads for Wheatena cereal. LMN. *4 N/89*

STANDARD OIL CO. OF CALIFORNIA
'De-marketing' unfolds from energy shortages. *25 F/169*
Fuel crimp takes toll of road maps; oil companies try new approaches. *15 Ap/3*
Some no-lead brands replace low-lead gas. AA Roundup. *27 My/6*
How BBDO, Standard Oil chose cost-plus—and make it work. A. Bellaire. *4 N/60*
Chevron ads misled, played on 'anxieties': FTC. *23 D/1*
Appeals likely after FTC's Chevron rule. *23 D/31*

STANDARD OIL CO. (INDIANA)
Standard of Indiana sales, earnings rise. *15 Ap/27*
Top 100 national advertisers 1973 marketing report. *26 Ag/184*

STANLEY PUBLISHING CO.
BPA expels Stanley Publishing. FTR. *11 Mr/8*
BPA drops two more Stanley Publications. *22 Jl/76*
BPA re-admits book dropped in July. *9 S/86*
STANTON, FRANK
New Simmons boss orders moves to hike recovery rate. J. Forkan. *28 Ja/2*
Threat of ad loss made by Colson, Stanton charges. *6 My/6*
Stanton to purchase Simmons from Cordura; also JWT considers selling Axion. LMN. *13 My/1*
Execs say Simmons buy from Cordura neat; doubts linger. J. Forkan. *20 My/2*
Frank Stanton's initial plans to buy W. R. Simmons from Cordura Corp. altered. LMN. *27 My/63*
Simmons chief asks in-progress audit by ARF to reassure industry skeptics. J. Forkan. *3 Je/3*
STAR ENTERPRISES
'Relax' set dental book. *9 S/31*
STARCH, DANIEL, & STAFF
Starch adds INRA, sets name change. *14 Ja/4*. See also *21 Ja/10*.
STARCREST OF CALIFORNIA
L'Eggs files complaint with NAD charging StarCrest with misleading advertising. FTR. *25 Mr/8*
STAR KIST FOODS
Star Kist foods testing 9-lives semi-moist cat food. LMN. *17 Je/123*
Charlie Tuna is pencil sharpener in latest promo. *26 Ag/200*
Quaker, Ralston vie for semi-moist leadership; Star-Kist tests entries. L. Edwards. *21 O/2*
STATE ADVERTISING
See Individual States
TRAVEL & TOURISM
STATE FARM MUTUAL INSURANCE CO.
Continental comparison ads don't faze 'loser' State Farm. *22 Jl/40*
STATE REGULATIONS
Conn. lawmakers drop unit pricing rule for media ads. *14 Ja/26*
Ohio Edison stops all ads after state ruling. *21 Ja/4*
Nader group gearing up after Va. drug ad victory. *1 Ap/1*
STATIONERY
Westab sets effort for bound tablets. *26 Ag/206*
STEELE, L. T. (TED) (author)
How to become a millionaire in the agency business. *18 F/49*
STEIN, HERBERT
Admen can stress price to help curb inflation, Stein says. AA Roundup. *5 Ag/1*
STEIN, LEONARD, INC.
Stein adds Konheim. *15 Ap/29*
STEIRMAN, HY
Steirman bids for major 'FH' stock holdings. *20 My/104*
STELLA-D'ORO BISCUIT CO., INC.
Steela D-Oro breaks Breakfast Treat spots. Adbeat. *18 Mr/73*
STEREO/HI-FI EQUIPMENT
See AUDIO EQUIPMENT
STERLING DRUG CO.
FDA's preliminary list bolsters Vick, Sterling cough & cold products. J. Revett. *11 F/1*
Dr. Hiebert retires as Sterling chief—and adman. N. Giges. *18 F/4*
Kay Ballard and Marty Feldman star in d-Con spots. Adbeat. *8 Ap/61*
New Body All sans talc out; trade muses ad positioning. *6 My/1*
Bayer shifts creative pitch. *6 My/6*
St. Joseph's betters Bayer at own tests, tv spot claims. *27 My/1*
Listerol makes inroads, but Lysol still big gun. N. Giges. *17 Je/3*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
Top 100 national advertisers 1973 marketing report. *26 Ag/185*
TV backs Energine test. *23 S/6*
Sterling testing new Beacon floor finish. LMN. *30 S/91*
Sterling Drug introduces Bayer children's cold tablets. LMN. *21 O/99*
Tylenol share growth triggers non-aspirin analgesic activity. N. Giges. *28 O/3*
STERLING MANHATTAN CABLE TV
Sterling Manhattan offers movies and sports to subscribers. Adbeat. *22 Jl/71*
STEVCOKNIT
Stevcoknit appoints Trahey Advertising. LMN. *28 Ja/61*
STEVENS, J. P.
Stevens Hosiery breaks price-cut campaign for Budgateer pantyhose. LMN. *29 Jl/53*
STEWARDESSES FOR WOMEN'S RIGHTS
New National ads spark attacks against 'sexist' airline campaigns. B. Donath. *24 Je/2*
Airline ad flap stirring little official response. *1 Jl/16*
New National 'Fly me' spots partly cleared by NAB unit. *2 S/2*
Stewardess group sets counter to 'sexist' ads. *23 S/62*
National near NAB okay to new 'I'm going to fly you' ads. *4 N/2*
STEWART, WARREN (author)
How to pick the right agency (or account). *16 D/51*
STINNETT, CASKIE (author)
A magazine editor's credo. *18 N/122*
STOCKS
Ex-NSMC execs indicted in stock fraud case. *4 F/45*
Investment houses make substantial cutbacks in advertising. Adbeat. *4 Mr/49*
Advertisers' stocks trailed Wall Street in 1973 performance. R. Herzbrun. *11 Mr/1*
NYSE sets $1,500,000 tv, print campaign. *25 Mr/108*
Merrill Lynch advertises reduced-commission Sharebuilder Plan via print. FTR. *1 Ap/8*
American's summer travel ads spark stockholder jibe. *20 My/2*
Steirman bids for major 'FH' stock holdings. *20 My/104*
Canteen Corp. introduces Benchmark stock analysis operation. LMN. *27 My/63*
Diminishing stock investor confidence credited to poor communications policies. Adbeat. *12 Ag/50*
Advertisiers' earnings fare better than their stocks in 1974. R. Herzbrun. *19 Ag/3*
Merrill Lynch adopts bull as its symbol. *26 Ag/215*
Brokerage industry should advertise services & programs. Adbeat. *7 O/94*
SEC's latest rulings on mutual funds expected to bring rise in ad efforts. *11 N/12*
Fee changes will prompt more broker ads. T. Allen. *16 D/4*
Stock analysts see increases in advertising volume for '75. B. Donath. *23 D/3*
STOKELY-VAN CAMP INC.
Stokely-Van Camp's Purity Mills division tests RiceOs cereal. LMN. *15 Jl/85*
A replica of Burt Reynolds football jersey being offered by Stokely-Van Camp. Adbeat. *2 S/44*
JWT media payment plan based on Stokely case. *7 O/6*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*
STONE, BOB (author)
Energy crisis do's and dont's for retailers, manufacturers. *4 Mr/34*
Is your multi-media campaign smorgasboard or balanced diet? *1 Ap/39*
Games some direct marketers play. *13 My/46*
How successful catalog users do it—10 basics to boost sales. *24 Je/44*
Direct marketing scene is viewed by DMMA chairman Lou Kislik. *5 Ag/25*
How to create good direct mail and print advertising. (First of 2 parts) *19 Ag/35*
How to create good direct mail and print advertising. (Last of 2 parts) *2 S/30*
Stone's work on direct mail published by Crain Books. *30 S/87*
Which ad really pulled best? (Reactions to Old American Insurance Co. ads) *14 O/2*
It's time to slash costs these ways. *9 D/44*
Ways to pick direct mail merchandise. *30 D/18*
STONE & SIMONS ADVERTISING
Charles F. Kleber named president of Stone & Simon Advertising. LMN. *26 Ag/209*
Stone & Simons ceases creative work for MultiVest's International Precious Metals Corp. Adbeat. *18 N/202*

STORER BROADCASTING CO.
General Foods is major tv sponsor of special joint project, by Capital Cities, Storer, and Metromedia. LMN. *20 My/107*
STOUFFER FOODS
Stouffer promotes entrees as convenience foods. LMN. *7 Ja/53*
Stouffer introduces ice cream. LMN. *11 F/65*
Stouffer spaghetti bows. *25 F/161*
Stouffer sets ice cream ads. *4 Mr/54*
Stouffer sets push for new twin pouch entries. *18 Mr/68*
STRAIGHT ARROW PUBLISHERS
Richard Irvine named pres. of Straight Arrow Publishers. LMN. *12 Ag/57*
STRAUS, IRVING L., ASSOCIATES
Straus forms agency. *18 Mr/24*
STRAUSS, LEVI & CO.
Despite price rise, denim still in demand. L. Baltera. *4 N/40*
STRAW HAT PIZZA PARLORS
Straw Hat Pizza Parlors launch campaign. Adbeat. *1 Ap/51*
STREAKING
Streaking is fast riding medium. S. Gewirtz. *1 Ap/3*
Ad tyro bares all in Awards streak. *8 Ap/8*
You're cordially invited to an over-40 Streak-Out—no perfect bodies, please. J. Foxworth. *8 Ap/44*
STRIDE RITE CORP.
Stride Rite selects Quinn & Johnson. LMN. *7 Ja/1*
STRIDSBERG, ALBERT (author)
Watch that foreign market—everything changes. (First of 2 parts.) *29 Ap/60*
U.S. advertisers win some, lose some in foreign market. (Last of 2-part series.) *6 My/18*
Direct satellite-to-receiver tv will spur Third World advertising. *20 My/27*
STRIKES
Actors guild set for talks; strike 'mood' worries execs. *21 Ja/1*
Strike ended at Washington Post. FTR. *29 Ap/8*
Newspaper group details ad goals; shortages may put kink in forecast. J. Forkan. *29 Ap/3*
Two-week Canada postal strike ends. *29 Ap/76*
Pittsburgh Press losses climb as strike lingers on. *6 My/8*
Stroh postpones push. *13 My/55*
Victoria dailies and Guild settle six month strike. *17 Je/62*
STROH BREWERY CO.
Stroh postpones push. *13 My/55*
Stroh Brewery breaks new ad campaign. LMN. *13 My/93*
Stroh gets it together, new ads break May 20. R. Gray. *20 My/4*
Robert Hetrick joins Stroh Brewery. LMN. *20 My/107*
STUCKEY STORES
Stuckey ads promote travel message service centers. *17 Je/71*
STUDENT & COLLEGE MARKET
DeMuth launches Camp (college campus marketing co.) *21 Ja/30*
Datsun adds campus thrust to drive, sets $1,800,000 spring campaign. H. Bernstein. (Nissan Motor Corp. launches 'America' magazine.) *1 Ap/3*
Marsteller grant gives students video system. *20 Ap/62*
DIT ads hit 60 papers for $5,000 in enrollment push. R. Gray. *3 Je/29*
Camp sets fall plans. *24 Je/10*
Personal care items popular with collegians, survey finds. *21 O/66*
School rate book set. *2 D/57*
'Multiple Choice' promotes mail order to college market. *2 D/58*
STUDENTS IN ADVERTISING
Inquiring student raises some heat. S. Bernstein. (More on how to answer demanding letters from students.) *21 Ja/16*
Student ads set to break in Nebraska. *3 Je/24*
Alabama students create ads. *26 Ag/207*
Student ad kit a hit: P&G. H. Bernstein. *18 N/218*
Elliot asks ad reforms, better use of personnel. *25 N/10*
STUDIO GIRL
Studio Girl using mail. *13 My/67*
STUFFING
Arnold introducing 2 new stuffing mix flavors. Adbeat. *1 Ap/51*
STUMPF, HOWARD (author)
P.o.p. grows 8% annually in decade. *30 S/71*
SUBARU OF AMERICA
Subaru breaks ads via four media. Adbeat. *22 Jl/71*
Subaru picks Lois agency; price ads stay. *23 S/115*
Auto dealers try to win buyers. *25 N/58*
SUBLIMINAL ADVERTISING
Banzhaf's outdoor skewering. Editorial. (AA urges John Banzhaf to drop his petition to prohibit cigaret advertising on outdoor boards.) *28 Ja/14*
Canada bans use of 'subliminal' ads in children's tv. *16 S/66*
SUBURBAN NEWSPAPERS OF AMERICA
West Coast papers take top honors in suburban contest. *17 Je/72*
SNA picks Helberg. *24 Je/41*
SUDLER & HENNESSEY INC.
Sudler goes international. *8 Jl/64*
SUGAR
NARB panel syas sugar's 'good food' ad misleading. *11 F/1*
FTC studies staff proposal for massive food ad shakeup. S. Cohen. *25 Mr/1*
New FTC food proposal is less critical of sugar. *8 Ap/1*
Nutrition ad pressure grows; U.S. agencies ask disclosure; FTC sugar proposal gets further review. *3 Je/1*
Sugar costs worry some marketers. N. Giges. *22 Jl/10*
Groups urge FDA limits on cereal sugar content. *5 Ag/6*
Hershey slashes ad budget to fight soaring costs. N. Giges. *12 Ag/2*
Ad limits for sweetened foods cut from latest FTC proposal. *30 S/1*
M&M tv spot hits plaque as tooth villain; ignores sugar. *7 O/1*
National tells buyers; Avoid costly sugar, try artificials. *28 O/2*
Price council gets PepsiCo to cut cost of diet drinks. *11 N/1*
Rosch urges admen to follow proposed nutrition rules now. *11 N/1*
'Lazy' bees slow effort to sting sugar. *18 N/1*
Soft drinks attack sugar hikes with couponing. *2 D/1*
Crush to use substitute for sugar in drinks. *23 D/11*
Justice Dept. cites sugar companies. *30 D/12*
SUGAR ASSN.
NARB panel says sugar's 'good food' ad misleading. *11 F/1*
Sugar Assn. braces for fight on kids' ad code. LMN. *18 Mr/77*
SULLIVAN, ED
A square named Sullivan. Editorial. (Tribute to Ed Sullivan and his meat-and-potatoes television show format.) *21 O/16*
Ed Sullivan dies; tv king for 25 years. *21 O/102*
SUMMIT ADVERTISING
Schaefer assigns beer account to Summit adv. FTR. *26 Ag/8*
SUNBEAM CORP.
Sunbeam buys French appliance marketer. *11 F/70*
Shavemaster Groomer shaver ads break. LMN. *25 F/163*
Curling irons are back; big Yule push planned. L. Baltera. *3 Je/18*
Don't cut back ads: Lanvin. *3 Je/62*
'Professional' hair dryer will be major Yule item. T. Rowan. *22 Jl/4*
'SUNDAY DRIVER'
'Sunday Driver' set for September debut. *17 Je/71*
SUNGLASSES
Foster Grant tells customers: 'Use less.' S. Feldman. *4 F/27*
Indy bike race set; Cool-Ray will be sponsor. *25 F/140*
SUNKIST GROWERS INC.
Sunkist Growers promoting fresh oranges & lemons. LMN. *11 N/73*
Sunkist widens ad program in print, tests tv for lemons. *25 N/22*
SUN LIFE OF CANADA
Sebastion Cabot & Bill Hinnat on tv advertising for Sun Life of Canada. Adbeat. *27 My/60*
SUNMARK INDUSTRIES
Sunmark tests auto tune-up centers and tire stores. LMN. *4 F/49*
SUN OIL CO.
Sun Oil launches new ad campaign directed toward financial community. FTR. *10 Je/8*
FTC decision sharply limits future Sunoco, Lysol claims. J. Revett. *22 Jl/3*
Danny Boy Oil Co. buys Sunoco stations in Chicago. FTR. *26 Ag/8*
FTC finalizes its ruling against Sunoco ad claim. *2 S/26*

SUPER MARKET INSTITUTE
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*
Trade deal spending tops grocery product ad dollars, SMI told. L. Doherty & M. Block. *20 My/20*

SUPERMARKET NETWORK DIVISION
Audio in-store ads boost sales in supermarket test. *18 F/28*

SUPERMARKET NETWORK DIVISION
See also AUDIO MEDIA CORP.

SUPERMARKETS
A&P puts an energy theme on WEO line. *14 Ja/40*
Food retailers plan to boost ad spending in '74. Adbeat. *4 F/53*
Audio in-store ads boost sales in supermarket test. *18 F/28*
For 2¢, customers can bring own bag to National Stores. *18 F/71*
Cinecom readies in-store ad signs. *25 F/165*
Consumers think high food prices Uncle Sam's fault. *11 Mr/62*
Cost factor should key FTC actions on ad cases: Thompson. S. Cohen. *1 Ap/3*
A&P sets big private label ad push; WEO will continue. N. Giges. *8 Ap/2*
UPC symbol—what it does, how it looks, what you do. M. Field. *29 Ap/31*
FTC seeks data on food markups from Washington chains. *6 My/2*
Super stores 'gas guzzlers' of food field, Nigut warns. *6 My/62*
In-Store Television combines ad spots with surveillance. *6 My/81*
Supermarket convenience stores adding to larger percentages of industry sales each year. Adbeat. *13 My/89*
Lucky stores names Hoefer, Dieterich Brown as 1st agency. LMN. *13 My/93*
Trade deal spending tops grocery product ad dollars, SMI told. L. Doherty & M. Block. *20 My/20*
Trading stamps try citywide efforts. L. Haugh. *24 Je/24*
Cents-off runs into blocks; bonus pack, trial size quicken. E. Mahany. *8 Jl/38*
Pathmark stores offers discounts on travel packages. Adbeat. *8 Jl/60*
Dominick's chain to begin taking Master Charge. *22 Jl/73*
Researchers differ on UPC information value. *5 Ag/16*
Pathmark offering Senior Citizens Health Aid Plan. Adbeat. *5 Ag/39*
A&P stops ads in New York. *19 Ag/8*
Sales battle brewing at checkout; publications ready strong fall efforts. B. Donath. *26 Ag/3*
Jewel supermarkets offering Kellogg b'fast cereal in individual bowls. LMN. *26 Ag/209*
In efforts to trim costs, don't shun consumerists. S. Cohen. (Consumers' opinions important when reviewing auto & food industry.) *9 S/12*
A&P testing two efforts for big consumer drive. *23 S/1*
Retail ad spending by top 50 well over $2 billion in 1973. L. Haugh. *30 S/3*
Supermarketing's top 25 in 1973. *30 S/32*. Correction: *14 O/78*. (List of national supermarket chain stores.)
Earnings up at Safeway, A&P chains. *7 O/23*
Grand Union begins drive; stamp use cut. *7 O/87*
Food prices won't slow, study says. *21 O/1*
Automation may bring cases of food items to checkout for shoppers. Adbeat. *21 O/95*
National tells buyers: Avoid costly sugar, try artificials. *28 O/2*
Dominick's testing drug store affiliation. *28 O/20*
Pathmark promotes products as sugar substitutes. Adbeat. *11 N/67*
Coupon users spend more, study shows. *11 N/75*
Single-copy sales spurred by shopping centers. R. Goshorn. *18 N/151*
New reading centers in supermarkets give impetus to sales of magazines. [redacted] Narber. *18 N/162*
Meijer Inc. opens new 'hypermarket'. Adbeat. *18 N/202*
Fred Meyer's plan for s&l's worries Oregon competitors. *18 N/208*
A&P backing price freeze with print, tv. LMN. *2 D/1*
Supermarkets freeze prices; shoppers may see some relief. *9 D/3*

SUPERSCOPE INC.
Superscope earnings, sales rise in quarter. *13 My/27*
Superscope sets audio ads. *10 Je/64*

SWEDEN
Swedish dairy tests low-fat table spread. R. Choate. *6 My/77*

SWEEPSTAKES
Warner-Lambert breaks Listerine sweeps. Adbeat. *7 Ja/51*
Aaron to bat for Magnavox. *28 Ja/4*
Armour-Dial launches 'Free Food for Life' sweepstakes. Adbeat. *13 My/89*
'Dinner with Dinah' sweepstakes part of Libbey Glass '74 ad campaign. Adbeat. *13 My/89*
Union Carbide breaks Glad plastics sweeps. Adbeat. *13 My/89*
Birthdays, sweeps used to woo consumers during era of 'hard sell.' E. Mahany. *27 My/50*
Woolworth's plans sweepstakes around jump of Evel Knievel. Adbeat. *15 Jl/71*
Coke running Schwinn sweeps via supplement ads. LMN. *22 Jl/1*
Coupons are tie-breakers in era of parity products. E. Mahany. *12 Ag/36*
Philip Morris plans Benson & Hedges sweeps. LMN. *7 O/99*
Sweepstakes stirs Libby sales and broker force. P. Peters. *14 O/43*
Miracle White adds sweeps to year-end effort. *28 O/76*
Sweeps bouncing back from past legal snags. L. Haugh. *4 N/26*

SWEET 'N LOW MARKETING CO.
Sweet' 'N Low dressing ready for launch in '75. *2 D/32*

SWIFT & CO.
Swift frozen flavored beef patties in test. *28 Ja/54*
Soy cuts bow from Cudahy, Swift & Co. *8 Ap/4*. See also *25 Mr/115, LMN.*
Kraft, Borden join peanut butter brands battle. (Roundup of the peanut butter market.) *20 My/2*
Swift & Co. testing Swift Premium Longfellows hotdogs. LMN. *2 S/41*
Swift tests margarine. *28 O/60*

SWINGLINE INC.
American Brands hits record despite problems. *8 Ap/18*

SWISS FARMS
Gillette buys Swiss Farms. LMN. *17 Je/123*

SWISS PINE IMPORTING CO.
Hirsch, Lopez buy bath line importer. *28 O/76*

SYNDICAST SERVICES INC.
Sports tops Syndicast's 1974 offerings. *14 Ja/26*

SYNON, MARTHA
Pop wines are slipping in popularity: Maxwell. (Includes share of market figures.) *13 My/58*
Soap, detergent sales increased 3.8% in '73; liquids gain: Maxwell. (Includes share of market figures.) *17 Je/2*
Shampoos, deodorants big gainers as '73 sales climb by 10%: Maxwell. (Includes share of market figures.) *22 Jl/3*
Scents, face treatments record biggest industry sales gains: Maxwell. (Includes share of market figures.) *23 D/4*

SYRUPS
GF tests thicker Log Cabin syrup. LMN. *15 Ap/59*
Pet in test with Heartland natural syrup. LMN. *24 Je/1*

TAK PUBLICIDADE LTD.
Hakuhodo's TAK buy is first move into Brazil. R. Bechtos. *2 S/3*

TDK ELECTRONICS CORP.
TDK fall campaign is first U.S. effort by Chuo Senko. *9 S/8*

T.F. CLUB OF DETROIT
'Men of year' honored. *27 My/32*

TRW INC.
TRW breaks ads for an aftermarket solid state ignition system. FTR. *25 F/8*

'TV GUIDE'
'TV Guide' raises cover and subscription prices. LMN. *22 Ap/81*
'TV Guide' changes advertising slogan. FTR. *2 D/8*

TVS INC.
TVS sports carries Thursday WFL games. LMN. *18 F/67*
TVS sees $5 million in new pro football pact. J. Forkan. *25 F/3*
TVS network seeking more sponsors for World Football League coverage, and expanding into non-sports special programming. LMN. *20 My/107*
Nets set sport buys; ABC wins Derby. J. Forkan. *17 Je/6*
TV will renew WFL for '75. LMN. *14 O/109*
TVS expands from tv sports into specials. J. Forkan. *21 O/3*
TVS sells spots for college basketball games. LMN. *2 D/69*

TALCOTT, JAMES INC.
James Talcott Inc. employs artists to paint artwork on computers. Adbeat. *2 D/64*
TAMPAX INC.
Rely wins No. 2 test market spot; Kimberly-Clark may be big loser. L. Edwards. *1 Jl/3*
TAMPONS
See FEMININE HYGIENE PRODUCTS
TANDEM PRODUCTIONS
Columbia & Tandem end talks. FTR. *22 Ap/8*
Tandem forms network for package tennis matches. *29 Ap/75*
Tennis latest sport in bid for bigger share of tv ad dollars. J. Forkan. *6 My/3*
TANNER, WILLIAM B. CO.
Wm. Tanner Co. offers package advertising deal. Adbeat. *25 N/56*
TANNING PRODUCTS
Aztec lotion goes national. *4 F/18*
Sea & Ski introduces Instant Summer Tan. FTR. *1 Ap/8*
TAPPAN CO.
Tappan to buy Lawson. *20 My/4*
TARGET GROUP INDEX
ARF sends drafts of auditing reports to Simmons and Target Group for corrections and comments. LMN. *4 Mr/53*
ARF will submit audit for final revisions. LMN. *1 Ap/55*
ARF waiting for Simmons' comments of draft before releasing Target Group Index. LMN. *13 My/93*
ARF critizes Simmons, TGI reports. LMN. *20 My/107*
ARF studying audit subjects, while considering continuation of Simmons/TGI reports. FTR. *3 Je/8*
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
ANA report is a warning. Editorial. (Magazine readership surveys cause such controversy, warnings should be given to publishers and research organizations that reports will be subjected to critical scrutiny.) *19 Ag/12*
New ARF audit devised; services will pay costs. *26 Ag/6*
Rating group won't audit services' data. *23 S/8*
New Axiom study to probe magazine ad effectiveness. *7 O/8*
Variances in new Simmons data leave magazines baffled and angry. B. Donath. *18 N/1*
'Time' will back search for alternative research. B. Donath. *25 N/1*
'Time' seeks industry support in research beef. *2 D/2*
TARGET NETWORK TELEVISION
New cable tv network bows July 15. *24 Je/73*
TATHAM-LAIRD & KUDNER
TL&K moves to partnership for monetary, morale gains. *22 Jl/1*
TL&K move rates cheers and boos, but no shops yet ready to follow. *29 Jl/3*
TAURUS COMMUNICATIONS INC.
N.Y. Magazine Co. buys 'Village Voice.' *10 Je/8*
'Voice' taking initial steps to move beyond New York. *16 S/76*
'Voice' minority holders file suit. *23 S/115*
TAXES
Group says energy 'image' ads not deductible. *13 My/3*
Whose tax dollars? Editorial. (AA challenges the use of the 'our tax dollars' phrase used by the MAP in its argument on the tax deductibility of energy company ads.) *3 Je/14*
Canada ad group urges ad tax status retention. *21 O/3*
Cal. agency group readies report on sales tax rule. LMN. *23 D/1*
Seattle Savings & Loan League pushes for tax cuts via print ads. Adbeat. *23 D/23*
TAYLOR, ARTHUR
Taylor of CBS rails at U.S. broadcast policies. *11 F/2*
CBS chief raps Mobil complaint. *15 Jl/85*
CBS' Taylor sees savings as key to curbing inflation. *23 S/115*
TAYLOR WINE CO.
Taylor Wine adding an American chablis to dinner wine line. Adbeat. *26 Ag/206*
TEA
See BEVERAGES—NON-CARBONATED
TEA COUNCIL OF THE USA
Tea Council begins promotion to celebrate 100th anniversary of tennis in the USA. Adbeat. *6 My/78*
TEAM/BBDO
Team/BBDO, Dusseldorf acquires minority interest in Boeltz agency, Hamburg. *20 My/107*
TEAWELL INC.
Y&R National adds two more agencies. *27 My/66*
TECHNICAL ANALYSIS & COMMUNICATIONS
Researchers find crises change buying patterns. J. Forkan. *8 Ap/54*
TECHNICAL PUBLISHING CO.
Technical reports record sales, earnings in '73. *18 F/72*
Technical cites 1974 first-quarter record. *13 My/94*
Technical Publishing sales and profits rise. *29 Jl/53*
Technical reports increase in third-quarter income. FTR. *18 N/217*
Firm guides lead growth at Technical Publishing. T. Rowan. *25 N/48*
Technical Publishing buys Digest Books Inc. LMN. *23 D/25*
TEEN MAIL
Kayser Communications 'Teen Mail' completes spring mailing. Adbeat. *13 My/89*
TELDEC
MCA/Philips video system for in-home tv due next fall. J. Forkan. *7 O/1*
RCA hopes to beat Philips/MCA in race to market video disc system. J. Forkan. *14 O/4*
TELEGRAMS
WU, pushing new look, to hike ads. *15 Ap/46*
TELEGROUP INC.
Telegroup formed. *17 Je/12*
TELEPHONES & TELEGRAPH
Southwestern Bell fighting to bar preferential listings. *28 Ja/58*
Data Transmission chooses RS&L and %-of-sales fee arrangement. Adbeat. *22 Ap/77*
New York's Dial-A-Joke draws over 3 million calls. *20 My/104*
Quick-Line gets test tallies by phone. *17 Je/108*
AT&T revamps market plans for picturephone. Adbeat. *26 Ag/206*
National Order uses phone idea for records, tapes. *14 O/72*
AT&T facing twin threats in anti-trust suits. *25 N/1*
AT&T sets campaign for 'friendship calls' with radio and tv spots. *2 D/72*
TELE-RESEARCH
Research ad draws queries. *30 D/25*
TELETAPE CORP.
Teletape buys Reeves. *13 My/23*. Correction: *27 My/64*.
TELETRONICS INTERNATIONAL
Teletronics income up. *6 My/62*
Teletronics' survey sees more videotape - produced commercials in future. Adbeat. *13 My/89*
TELEVISION
TV is not best medium for home style info. *21 Ja/28*
Young adults return to tv: Is fuel crisis the culprit? M. Christopher. *18 F/2*
TV 'most powerful' institution, reports USN&WR survey. *22 Ap/64*
ARB report shows DST affected some areas of tv viewing. Adbeat. *22 Ap/77*
Oil exec, critic agree on network accessibility lack, but little else. *13 My/12*
Direct satellite-to-receiver tv will spur Third World advertising. A. Stridsberg. *20 My/27*
Blair expects smaller rise in b'cast income. *10 Je/54*
Goodman calls for court action, laws to protect media. *17 Je/84*
Schneider of CBS fears 'sweeping' revamp of tv. *17 Je/120*
French tv revamp seen prelude to more ad time. J. Gee. *22 Jl/2*
ABC 'Close-up' on workings of tv doesn't get close to major issues. M. Christopher. *9 S/4*
Canada again mulls action against using U.S. tv. LMN. *23 S/111*
Retail direct mail is only tip of direct marketing iceberg. R. DeLay. *30 S/65*
ARB adds tv data to brand ratings. *28 O/21*
Magazines hang hats on special interests. (Boost volume and move away from head-to-head war against television.) B. Donath. *18 N/cover*
TELEVISION ADVERTISING
NBC spells out new formal guides for comparative spots. M. Christopher. *28 Ja/1*
A swing back to sanity? Editorial. (Television is not always necessary or successful in political advertising.) *4 Mr/14*
Students want ad minutes cut back. *11 Mr/50*
TV execs see oil counter ads as primarily a print problem. *18 Mr/1*
Media men's verdict on '74 last quarter: Upbeat. AA Roundup. *18 Mr/4*

Mass retailers' broadcast dollars increased in 1973. *22 Ap/23*
Tennis latest sport in bid for bigger share of tv ad dollars. J. Forkan. *6 My/3*
Bug tv and reassure the public. L. Spector. *6 My/59*
More retailers move into tv; direct creative approach works. A. Bellaire. *13 My/44*
Network tv advertisers increased Jan-Mar. spending in 1973. Adbeat. *20 My/103*
CBS to test demand for regional buys. *20 My/107*
TV tobacco revenue not up to snuff. J. Forkan. (Lists the leading tv spenders in the tobacco industry.) *1 Jl/10*
French tv revamp seen prelude to more ad time. J. Gee. *22 Jl/2*
Clients, shops await word on preempts for House debate. M. Christopher. *5 Ag/1*
ANA group filing comment on proposed FTC ban of premiums in tv ads. LMN. *5 Ag/43*
Ads pared for net coverage of resignation; NBC cut all. M. Christopher. *12 Ag/1*
What tv can do (and at what cost) for retailers. G. Lincoln. *30 S/54*
TV advertisers: Take your own close look at verification. W. Staab. *11 N/38*
TVB goal: $8 billion sales via increased local business. *25 N/4*

TELEVISION—BARTER

Sports tops Syndicast's 1974 offerings. *14 Ja/26*
American Home Product's "Secret Storm" serial to be syndicated. LMN. *21 Ja/73*
Economy, access ruling worry indy tv producers. *25 F/8*
Chilton readies syndicated tv car care shows. *25 F/160*
Monsanto finds syndication works. *4 Mr/40*
Standards Brands, Bates to barter health tv series. *4 Mr/50*
RDR offers series. Adbeat. *25 Mr/103*
ITT syndicates tv special on children around the world. LMN. *1 Ap/55*
ITT readies launch of kid tv series venture. *15 Ap/22*
"The X Factor" bartered-syndicated science fiction series canceled; also "Strike It Rich" may be syndicated. Adbeat. *10 Je/66*
Barter sellers busy as nets, advertisers set new fall tv buys. M. Christopher. *1 Jl/2*

TELEVISION BUREAU OF ADVERTISING

Newcomers were 4th quarter's top tv spenders. *25 Mr/21*
Spot tv total $1.5 billion, 8.6% over '72. *1 Ap/2*
Net tv '73 revenues top $2 billion. *15 Ap/6*
TV, newspaper bureaus wooing retailers' co-op. *29 Ap/80*
Network tv advertisers increased Jan-Mar. spending in 1973. Adbeat. *20 My/103*
TvB seeking new chief to succeed Cash. M. Christopher. *10 Je/3*
TvB chief choice seen soon as group narrows list. LMN. *17 Je/1*
Spot rates dip in 1st quarter TvB reports. *1 Jl/3*
TvB releases report. (Spot tv investments.) *8 Jl/57*
Spot tv posts modest gains. *19 Ag/51*
Rice picked to succeed Cash as TvB president. LMN. *14 O/1*
TvB goal: $8 billion sales via increased local business. *25 N/4*
TvB "Hall of Fame" increases in members. Adbeat. *9 D/68*

TELEVISION CASSETTES

See VIDEO CASSETTES & TAPE

TELEVISION CLUTTER

Creative Clutter: How it happens and how to avoid it. A. Bellaire. *14 Ja/34*
Canada group to investigate tv ad 'clutter.' *25 N/50*
Ad clutter poses threat to all media, AA workshop told. *9 D/2*

TELEVISION CODE

Kids' ad code moves ahead, backed by consumerists, industry people. S. Cohen. *28 Ja/1*
Shoring up NAB Code. Editorial. (AA applauds NAB's mandatory tv code membership regulation.) *11 F/16*
Voluntary Canada broadcast code for children's ads is working well. *11 F/50*
Code board to field comparative ads. M. Christopher. *15 Ap/12*
Move faster on kids' ad code, activists warn. *22 Ap/8*
NAB unit readies kid tv ad guides, studies wine, beer. *6 My/81*
NAB may ask compromise on premium ads to kids. *17 Je/1*
Contraceptive group set for long battle to air ads. M. Christopher. *17 Je/2*
FCC tie-in seen on NAB kids' ad code. *24 Je/1*
NAB code changes major breakthrough in kiddie tv hassle. J. Revett. *1 Jl/1*
Fall kiddie tv fare sold out as cereal, toy spending rises. J. Forkan. *8 Jl/2*
Regulators, ACT agree on children's tv views. M. Christopher. *29 Jl/54*
Ideal hits snag in Derry Daring tv ad. *19 Ag/4*
New National 'Fly me' spots partly cleared by NAB unit. *2 S/2*
NAB's tv code not enough for tots: Consumers Union. *23 S/112*
See growing pressure to ban wine, beer spots. M. Christopher. *30 S/6*
Review board sets guides on comparisons. *7 O/8*
Ideal hoping NAB approval for revamped Daring doll ad. M. Maples. *7 O/89*
Santa gets an X rating from broadcasting code. *28 O/1*
FCC okays industry code on tot tv ads. *28 O/8*
National near NAB okay for new 'I'm going to fly you' ads. *4 N/2*
A letter from Santa. Editorial. (The likeness of Santa Claus in children's product advertising is not an endorsement for any particular product.) *4 N/16*
NAB considers making tv code subscription mandatory for members. FTR. *16 D/8*

TELEVISION COMMERCIAL MONITORING

Broadcast pioneer Dole to exit Burnett Jan. 31. *14 Ja/28*
Etherington: Better kids' tv ad monitoring system needed. N. Giges. *18 Mr/77*
Identimatch is marketing a new computerized tv-radio commercial performance verification service. Adbeat. *25 Mr/103*

TELEVISION COMMERCIAL PRODUCTION

Unified production form wins Four A's approval. *18 F/8*
Where the producer really earns his keep—the bidding process. A. Bellaire. *4 Mr/36*
Video group hits public tv competition. *1 Ap/2*
How do you hold down costs? Top tv producers air their views. A. Bellaire. (First of 2 parts.) *1 Ap/33*
Top tv producers tell ins, outs of analysis and handling of bids. A. Bellaire. (Last of 2 parts.) *22 Ap/52*
Teletronics' survey sees more videotape - produced commercials in future. Adbeat. *13 My/89*
Mattel plans $6 million fall drive; tells success of in-house production. H. Bernstein. *20 My/3*
New standardized bid form tells it all. A. Bellaire. *24 Je/48*
Production shops knock DDB's slow payment plan. *29 Jl/2*
Tv's bailiwick—the demo—makes believer out of viewer. T. Byor. *29 Jl/38*
DDB denies plan delays pay 'til airing. *5 Ag/8*
The script? It's O.K., but in tv, the film's the thing. L. Heckmann. *12 Ag/30*
Ralston Purina, WRG team up to test a new 16mm stock. A. Bellaire. *12 Ag/34*
Nobody likes a smart-aleck, including your tv audience. T. V. Byor. *19 Ag/33*
Hire a great director - then help get your money's worth. A. Bellaire. *2 S/34*
Mandlinfilm distributing tv commercial production film, using 7Up as example. Adbeat. *23 S/107*
Wylde & Assoc. begins special commercial presentations to agency personnel. Adbeat. *23 S/107*
What tv can do (and at what cost) for retailers. G. Lincoln. *30 S/54*
Tape has its pros and cons, but the big kicker is cost. A. Bellaire. *7 O/68*
How BBDO, Standard Oil chose cost-plus—and make it work. A. Bellaire. *4 N/60*
How to shoot tv spots in the Old World. F. Siegfriedt. *30 D/19*

TELEVISION COMMERCIALS

TV group asks test of 'commercial' programs. *7 Ja/2*
McMahan picks 100 best tv commercials. *28 Ja/39*
Dallas people pick 10 best, 10 worst ads. *11 Mr/18*
'Name I.D.' becomes key point in selecting '100 best.' H. McMahan. *11 Mr/38*
FCC will take fresh look at sound level of commercials. FTR. *1 Ap/8*
There is no low-interest product—just low-interest people. T. V. Byor. *8 Ap/46*
Get the most out of your package in tv commercials. A. Bellaire. *29 Ap/30*
Raymond Rubicam enters Ad Hall of Fame—blasts tv 'crime' and commercialism. R. Rubicam. *1 Jl/38*

Non-commercial CTW stars find the other side pays, too. J. Forkan. *29 Jl/12*
N W Ayer monitors tv station commercials-run performance. FTR. *29 Jl/8*
Slice-of-life or slice-of-death? W. Jackson. (Review of some run-down television commercials.) *29 Jl/40*
Clients, shops await word on preempts for House debate. M. Christopher. *5 Ag/1*
The script? It's O.K., but in tv, the film's the thing. L. Heckmann. *12 Ag/30*
'Funshine Saturday' character used to separate kiddie programs from commercials on ABC. Adbeat. *12 Ag/50*
Nobody likes a smart-aleck, including your tv audience. T. V. Byor. *19 Ag/33*
From soap seller to star and back again proves lucrative mix for actors. J. Forkan. *2 S/24*
Court rules Timme, tv spots for fake fur not misleading. *2 S/26*
ANA finds mothers are split on effect of tv commercials. *9 S/2*
Nat'l Assn. of Broadcasters act on request for new commercial time limits for independents. FTR. *9 S/8*
Want to avoid 'silly throw-away dialog'? Maybe your actors should mouth it. T. Byor. *9 S/52*
Can advertising's role in marketing success be isolated? A look at some case histories. H. McMahan. *16 S/58*
Jingles, the hidden persuaders, get you sales help from the unconscious. T. V. Byor. *23 S/71*
German networks' ire rising over increase of 'sneak' ads. *14 O/82*
Research what's wrong with your ads to make 'em right. T. V. Byor. *21 O/60*
Canadian bank is first world sponsor of Russian language television commercials. Adbeat. *21 O/95*
Can 13 letters kill your campaign? Check the source—you may stand pat. H. McMahan. *28 O/42*
Kershaw sees 10-second spot ruling airwaves in ten years. J. O'Gara. *4 N/1*
Hunter urges incentives to spur Canada spot content. *4 N/8*
Canada ad costs will rise if imports banned, Davis says. *4 N/39*
TV commercials dominated by men, SAG study shows. *11 N/22*
Case solicits accounts with 30-sec. spots. *25 N/6*
Like Sinatra, old products can, too, get a new lease on life. H. McMahan. *25 N/32*
Canada group to investigate tv ad 'clutter.' *25 N/50*
Station bills 99.4% pure, Morris finds. *2 D/4*
New economy to mean harder working ads—less showmanship, more sellmanship. T. Byor. *16 D/55*
How to grapple with inflation in producing tv commercials. A. Bellaire. *16 D/58*
Commercials recruit Children's Television Workshop performers. Adbeat. *16 D/72*
First Bellaire survey finds tv commercials forget to involve viewers. A. Bellaire. *30 D/17*

TELEVISION, CONTROVERSIAL

Talks could free Cavett's 'radical' show. *18 F/8*
TV movies cause nets headaches. *25 F/3*
ABC-TV still fussing with Cavett show, Stevens film. *4 Mr/8*
Fairness gone wacky. Editorial. (Fairness Doctrine need not be stretched to prevent the public from being exposed to varying ideas, as illustrated by ABC's Dick Cavett interview with radicals.) *4 Mr/14*
Sexy shows still raise many sponsors' hackles. J. Forkan. *11 Mr/3*
Majority like 'controversial' tv fare, FC&B study finds. *26 Ag/205*
NBC boss raps sponsor pullout from 'Innocent.' M. Christopher. *16 S/1*
More sponsor pullouts; four drop 'Sex Symbol!' M. Christopher. *23 S/2*
Sponsors too timid? Editorial. (Advertisers withdrawing from controversial tv shows should think twice, lest in future programs, both advertiser and agency be forgotten when sponsor slots are offered next time around.) *23 S/16*
We need more peace at home. S. Bernstein. (Violence on tv and in the movies should be curbed, before it becomes normal accepted behavoir.) *23 S/16*
FCC to urge warnings be used for tv programs. LMN. *14 O/1*
Suit filed against NBC-TV over incident patterned after movie "Born Innocent." FTR. *14 O/8*
Controversial tv programming an obligation: NBC's chief. *21 O/8*
FCC member raps 'brutal' tv programming. *11 N/75*
TV violence eyed as networks meet at FCC. *25 N/16*
'Adult' tv needs no rating. Editorial. (TV program ratings would only invite new trouble for networks.) *2 D/16*
FCC needs more time to determine effective voluntary curbs of violence on tv. LMN. *23 D/25*

TELEVISION COST CONTROL

See TELEVISION COMMERCIAL PRODUCTION

TELEVISION—DAYTIME

Soapers still pack 'em in despite games growth. J. Forkan. *11 F/10*
CBS will not produce any more 'Daytime 90' specials. Adbeat. *1 Ap/51*
CBS signs "Dinah's Place" as afternoon series this fall. LMN. *27 My/63*
Dinah Shore talk show series replaces afternoon movies. FTR. *3 Je/8*
CBS leads in daytime Nielsens. LMN. *21 O/99*

TELEVISION DEMOGRAPHICS

Demo data show Archie big hit with most groups. M. Christopher. *4 F/3*
Top occupation, income, education ratings for continuing network tv nighttime series. (chart) *4 F/45*
A. C. Nielsen's audience tv sample not on schedule. Adbeat. *8 Jl/60*
TV audience growth: It's in fringes, says NBC. J. Forkan. *4 N/3*
Freshmen shows star in Nielsen demographics. M. Christopher. *4 N/4*
Early demographic leaders for 1974-75 network tv season. *4 N/80*

TELEVISION, EDUCATIONAL

Is 'Sesame Street' hurting youth study habits? H. McMahan. (McMahan raises questions about the true educational value of 'Sesame Street'.) *13 My/43*

TELEVISION FRINGE TIME

TV audience growth: It's in fringes, says NBC. J. Forkan. *4 N/3*

TELEVISION NETWORKS

TV movies cause nets headaches. *25 F/3*
Networks in no hurry on fall prime time lineups. M. Christopher. *1 Ap/8*
Fall ratings battle eyed as networks ready new offerings for kiddie tv. J. Forkan. *16 Ap/2*
Net tv '73 revenues top $2 billion. *15 Ap/6*
Don't ban idea ads. Editorial. (Mobil Oil Corp. challenges television networks to allow more flexible approaches to the 'idea' ad issue.) *15 Ap/14*
Nets pick 31 new tv entries; many will have ethnic flavor. M. Christopher. *29 Ap/2*
Fall network tv buying pace is slow; American Home places $18 million. M. Christopher. *6 My/1*
Ad revenues increased in '73, for the 3 tv networks. FTR. *6 My/8*
Network tv buying pace for new season leading last year; prices are up. M. Christopher. *27 My/2*
Execs ponder sole liability as plans, opinions multiply. *27 My/2*
Nets set sport buys; ABC wins Derby. J. Forkan. *17 Je/6*
Responsibility? Who's got any? S. Bernstein. (SRB comments on tv program shuffling and how it is controlled.) *24 Je/16*
Appeals court action on prime time access rule reopens fall tv buying. M. Christopher. *24 Je/1*
Mobil continues fight to air views; uses rejected storyboard in print ad. M. Christopher. *24 Je/3*
Barter sellers busy as nets, advertisers set new fall tv buys. M. Christopher. *1 Jl/2*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*
Licensers still hopeful as nets cut their heroes. J. Forkan. *15 Jl/89*
Nets eye recess ads for impeachment coverage. M. Christopher. *29 Jl/1*
Clients, shops await word on preempts for House debate. M. Christopher. *5 Ag/1*
Ads pared for net coverage of resignation; NBC cut all. M. Christopher. *12 Ag/1*
Networks plan variety of specials to introduce new television season. M. Christopher. *12 Ag/3*

Network tv billings up in June '74. Adbeat. *19 Ag/47*
Top flicks, old stars revisited among fall tv prime time fare. M. Christopher. *26 Ag/3*
Court asks nets cover 'trouble' light warning. *2 S/8*
CBS to slot NBC reruns in late hours. *2 S/41*
TV networks busy as 90,000,000 people watched Nixon resignation. Adbeat. *2 S/44*
TV networks' 1974-75 prime time specials. *16 S/83*
Networks say sportscasters are now settled in—finally. *23 S/114*
Nets mulling remedies for ailing new fall programs. M. Christopher. *30 S/2*
TV networks' ad revenue up first half of year. Adbeat. *7 O/94*
Nets scramble to replace dying prime time fare. M. Christopher. *14 O/2*
FTC, networks agree to 1-year regional ad test. *28 O/2*
. . . and hopeful signs at FTC. Editorial. (TV networks and FTC agree on one-year test to determine if regional advertisers can be worked into network time.) *4 N/16*
Net execs see comedy, half-hour format on rise. *18 N/3*
TV violence eyed as networks meet at FCC. *25 N/16*
Networks face problem airing Nixon tapes. *9 D/8*
JD network suit revival doesn't cheer producers. C. Wingis. *16 D/2*
Ad rates for chidren's tv programs may rise as time limits are cut back. M. Christopher. *23 D/3*
See also ABC-TV, CBS-TV, NBC-TV

TELEVISION—PRIME TIME
Economy, access ruling worry indy tv producers. *25 F/8*
FCC discusses prime time access rule. LMN. *25 F/163*
Networks in no hurry on fall prime time lineups. M. Christopher. *1 Ap/8*
NBC-TV in major prime time shuffle. M. Christopher. *22 Ap/1*
Appeals court action on prime time access rule reopens fall tv buying. M. Christopher. *24 Je/1*
Barter sellers busy as nets, advertisers set new fall tv buys. M. Christopher. *1 Jl/2*
Top flicks, old stars revisited among fall tv prime time fare. M. Christopher. *26 Ag/3*
TV networks' 1974-75 prime time specials. *16 S/83*
Local access rule; Study find games win over dramas. *30 S/18*
Nets scramble to replace dying prime time fare. M. Christopher. *14 O/2*
Nets picking combatants for January ratings trials. M. Christopher. *21 O/99*
FCC warned not to revoke prime time access rule. FTR. *28 O/8*
Freshmen shows star in Nielsen demographics. M. Christopher. *4 N/4*

TELEVISION PROGRAMING
Agencies move into television programing. H. Bernstein. *18 Mr/42*. Correction: *25 Mr/10*.
Tinker says MTM, other tv producers in red, even with hits. M. Christopher. *11 N/2*
FCC member raps 'brutal' tv programing. *11 N/75*

TELEVISION PROGRAMS
CBS heavily sold into 2nd quarter; NBC hard at work on fall programs. H. Bernstein. *21 Ja/3*
Next season's tv shows? 'Waltons,' 'Happy Days' set pattern, execs report. *28 Ja/3*
Demo data show Archie big hit with most groups. M. Christopher. *4 F/3*
Top occupation, income, education ratings for continuing network tv nightime series. (Chart.) *4 F/45*
Stars split CBS lineup; replacements abound. M. Christopher. *4 Mr/2*
Cartoon still tv staple, but role of adviser gains. J. Forkan. *8 Ap/8*
Fall ratings battle eyed as networks ready new offerings for kiddie tv. J. Forkan. *15 Ap/2*
NBC seeking 'Today' host following death of McGee. *22 Ap/4*
Nets pick 31 new tv entries; many will have ethnic flavor. M. Christopher. *29 Ap/2*
ABC sets 'AM America' to vie for early viewers. *13 My/8*
Is 'Sesame Street' hurting youth study habits? H. McMahan. (McMahan raises questions about the true educational value of 'Sesame Street'.) *13 My/43*
'Kojak', fifties fare lead newcomers in latest Arbitrons. *13 My/62*
Responsibility? Who's got any? S. Bernstein. (SRB comments on tv program shuffling and how it is controlled.) *24 Je/16*
WCVB-TV begins non-sports regional network in New England. Adbeat. *1 Jl/53*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*
'Funshine Saturday', character used to separate kiddie programs from commercials on ABC. Adbeat. *12 Ag/50*
Nets mulling remedies for ailing new fall programs. M. Christopher. *30 S/2*
Evangelist group sets $12 million for tv programs. *30 S/84*
ABC, CBS battle for lead in Saturday kiddie shows. *30 S/91*
ABC Friday lineup revamp expected as ratings flounder. M. Christopher. *7 O/2*
Metromedia unit halts new program development work. *4 N/89*
'Jeffersons' may carry top price tag. J. Forkan. *18 N/2*
Net execs see comedy, half-hour format on rise. *18 N/3*
'Good Morning' proves success for eastern net. *18 N/208*
HTN moves into kid fare with 'Funtastic' series. J. Forkan. *2 D/4*
New Cher series sparks more mid-season shifts. J. Forkan. *2 D/74*

TELEVISION PROGRAMS—GAME SHOWS
Soapers still pack 'em in despite games growth. J. Forkan. *11 F/10*
NBC plays the game game. Editorial. (AA questions NBC's leadership role as its execs approve 7 game shows in a row.) *3 Je/14*
NBC-TV offers "Daytime Holiday Marketing Plan" to sponsors. Adbeat. *2 S/44*
Local access rule; Study find games win over dramas. *30 S/18*

TELEVISION PROGRAMS—NEWS
ABC sets 'AM America' to vie for early viewers. *13 My/8*
American Research Bureau rates network tv newscasts. Adbeat. *29 Jl/46*
TV news audience up since 1954. Adbeat. *23 S/107*
Best show in town. Editorial. (TV news programs now are ringside seats to world-shaking events, not interruptions to entertainment schedules.) *30 S/16*
New magazine specials on late nite NBC. Adbeat. *7 O/94*
"Conversations with Lee Radziwill" interviews being show within newscasts. Adbeat. *14 O/116*

TELEVISION PROGRAMS—RERUNS
NBC-TV sets summer fare. *11 Mr/16*
Reruns again dominate tv summer fare. J. Forkan. *20 My/10*
Spot prices seen rising as actors win rerun pay hike. *8 Jl/62*
CBS to slot NBC reruns in late hours. *2 S/41*

TELEVISION PROGRAMS—SPORTS
NBC baseball lineup gets five new sponsors for '74. J. Forkan. *11 F/3*
Hertz truck division buys co-sponsorship of Mets games. LMN. *1 Ap/55*
New football league's tv package one-third sold. J. Forkan. *29 Ap/4*
Tandem forms network for package tennis matches. *29 Ap/75*
Carling Brewing first to sign with WGN for WFL broadcasts. LMN. *6 My/81*
Nets set sport buys; ABC wins Derby. J. Forkan. *17 Je/6*
WFL telecast shows strong ratings on WOR-TV. LMN. *15 Jl/85*
Sponsors buying time on NFL-College All Stars football game compensated for game cancellation. Adbeat. *22 Jl/71*
Advertising time for All-star baseball game sold out on NBC. LMN. *22 Jl/75*
No tv ad defections yet as strike imperils NFL. *12 Ag/57*
Ratings for Miami vs. Minnesota football game revealed. FTR. *26 Ag/8*
Fred Williamson is first new tv season casualty. M. Christopher. *23 S/4*
TVS expands from TV sports into specials. J. Forkan. *21 O/3*
CBS' Rhoda, Maude block ABC's NFL Monday rush. J. Forkan. *28 O/1*
ABC eyes female audiences as strong market for sports fare. J. Forkan. *11 N/3*

TELEVISION, PUBLIC
Video group hits public tv competition. *1 Ap/2*
Public tv viewing strong. Adbeat. *25 N/56*

TELEVISION—RADIO MIX
See MULTI-MEDIA MIX

TELEVISION RATINGS

Soapers still pack 'em in despite games growth. J. Forkan. *11 F/10*
'Case of Rape' pulls record ratings. LMN. *25 F/163*
Stars split CBS lineup; replacements abound. M. Christopher. *4 Mr/2*
Fall ratings battle eyed as networks ready new offerings for kiddie tv. J. Forkan. *15 Ap/2*
'Kojak', fifties fare lead newcomers in latest Arbitrons. *13 My/62*
Flagging facet added to Nielsen ARB struggle. *24 Je/74*
WFL telecast shows strong ratings on WOR-TV. LMN. *15 Jl/85*
Early summer replacement Nielsen ratings published. LMN. *22 Jl/75*
Pageants no fading star, telecast ratings indicate. J. Forkan. *5 Ag/3*
Ratings for Miami vs. Minnesota football game revealed. FTR. *26 Ag/8*
ABC 'Close-up' on workings of tv doesn't get close to major issues. M. Christopher. *9 S/4*
More sponsor pullouts; four drop 'Sex Symbol'. M. Christopher. *23 S/2*
Fred Williamson is first new tv season casualty. M. Christopher. *23 S/4*
Evel Knievel's jump & related tv shows drew large audience. FTR. *23 S/8*
Nielsen ratings for Saturday kiddie shows led by ABC. LMN. *23 S/111*
Nets mulling remedies for ailing new fall programs. M. Christopher. *30 S/2*
ABC Friday lineup revamp expected as ratings flounder. M. Christopher. *7 O/2*
Nielsen says Sinatra not a 'Main Event' for ABC. M. Christopher. *21 O/2*
American Research Bureau expecting to operate overnight tv rating meters by Jan. FTR. *21 O/8*
CBS leads in daytime Nielsens. LMN. *21 O/99*
Nets picking combatants for January ratings trials. M. Christopher. *21 O/99*
CBS' Rhoda, Maude block ABC's NFL Monday rush. J. Forkan. *28 O/1*
Pierce gets job of taking ABC out of ratings hole. M. Christopher. *28 O/72*
'Poseidon' gives ABC-TV best week of new season. M. Christopher. *4 N/93*
TV rating hypos can be plus, some buyers say. M. Christopher. *11 N/73*
'Godfather' jolts Nielsens; NBC ratings climb. J. Forkan. *25 N/2*
'Adult' tv needs no rating. Editorial. (TV program ratings would only invite new trouble for networks.) *2 D/16*
Spinoff rating successes seen perpetuating trend. J. Forkan. *9 D/2*

TELEVISION SETS

GTE Sylvania develops energy saving picture tube structure. FTR. *7 Ja/8*
Number of color television households reported. Adbeat. *4 Mr/49*
Treadmill of ad costs cited in Motorola's sale of Quasar. *18 Mr/3*
Zenith digs in to turn back tv market 'invasion'. T. Rowan. *22 Jl/1*
Sony Canada push set. *16 S/33*
TV makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*

TELEVISION SPECIALS

Thanks to Xerox, CBS. Editorial. (AA lauds the Xerox-sponsored tv special, 'The Autobiography of Miss Jane Pittman.') *18 F/14*
TV movies cause nets headaches. *25 F/3*
Oscars: Seek (via ads) and ye shall get? *25 F/3*
'Case of Rape' pulls record high ratings. LMN. *25 F/163*
War-delayed specials set. *25 Mr/21*
Bounty sponsors tv 'classics.' Adbeat. *25 Mr/103*
'Primal Man' date not affected by airplane crash killing 31 staffers. Adbeat. *25 Mr/103*
ITT syndicates tv special on children around the world. LMN. *1 Ap/55*
'QB VII' to air on ABC. Adbeat. *8 Ap/61*
Eaton says being known is worthy ad objective. B. Donath. (Eaton buys exclusive sponsorship of the 'American Parade' series of bicentennial specials.) *22 Ap/42*
NBC reports fall sales up; new specials get preview. *27 My/8*
Oscar again captures most-watched honors. J. Forkan. (Report on time buys for award programs on tv.) *3 Je/10*
Networks plan variety of specials to introduce new television season. M. Christopher. *12 Ag/3*
Anheuser-Busch and Xerox to sponsor 3 tv specials. LMN. *26 Ag/209*
TV specials attract fresh sponsors. J. Forkan. *16 S/3*
Nielsen says Sinatra not a 'Main Event' for ABC. M. Christopher. *21 O/2*
TVS expands from TV sports into specials. J. Forkan. *21 O/3*

TELEVISION SPONSORS

CBS heavily sold into 2nd quarter; NBC hard at work on fall programs. H. Bernstein. *21 Ja/3*
NBC baseball lineup gets five new sponsors for '74. J. Forkan. *11 F/3*
Pick tv buy winners? Not easy, experts say. M. Christopher. *18 F/23*
Sexy shows still raise many sponsors' hackles. J. Forkan. *11 Mr/3*
Memo says some buys up to 85% off tv rate. *18 Mr/10*
More Academy Awards sponsors listed. LMN. *1 Ap/55*
Hertz truck division buys co-sponsorship of Mets games. LMN. *1 Ap/55*
Promoters already cashing in on Hank's record-breaking 715. *15 Ap/2*
New football league's tv package one-third sold. J. Forkan. *29 Ap/4*
Tandem forms network for package tennis matches. *29 Ap/75*
Fall network tv buying pace is slow; American Home places $18 million. M. Christopher. *6 My/1*
Carling Brewing first to sign with WGN for WFL broadcasts. LMN. *6 My/81*
Network tv buying pace for new season leading last year; prices are up. M. Christopher. *27 My/2*
General Foods major tv sponsor of joint project by Capital Cities, Storer, and Metromedia. LMN. *20 My/107*
Network tv buying pace for new season leading last year; prices are up. *27 My/2*
TV sponsors raised Jan.-April spending. Adbeat. *27 My/60*
Cautiousness prevails in fall tv buying. M. Christopher. (Includes unit prices for ABC's fourth quarter programs.) *3 Je/1*
Oscar again captures most-watched honors. J. Forkan. (Report on time buys for award programs on tv.) *3 Je/10*
Chrysler particular about sponsoring tv shows. Adbeat. *3 Je/57*
Nets set sport buys; ABC wins Derby. J. Forkan. *17 Je/6*
Paramount Pictures & tv networks begin talks concerning rights showing "The Godfather." FTR. *17 Je/8*
Appeals court action on prime time access rule reopens fall tv buying. M. Christopher. *24 Je/1*
Barter sellers busy as nets, advertisers set new fall tv buys. M. Christopher. *1 Jl/2*
Fall kiddie tv fare sold out as cereal, toy spending rises. J. Forkan. *8 Jl/2*
Network tv advertisers' spending up through May. LMN. *8 Jl/61*
Prices to go higher for most returning tv shows; a few fall. M. Christopher. *15 Jl/2*
Sponsors buying time on NFL-College All Stars football game compensated for game cancellation. Adbeat. *22 Jl/71*
Advertising time for All-star baseball game sold out on NBC. LMN. *22 Jl/75*
Nets eye recess ads for impeachment coverage. M. Christopher. *29 Jl/1*
No tv ad defections yet as strike imperils NFL. *12 Ag/57*
Tv sponsors for 'Godfather' named. LMN. *19 Ag/51.* See also *5 Ag/1,* LMN; *11 N/73,* LMN.
Anheuser-Busch and Xerox to sponsor 3 tv specials. LMN. *26 Ag/209*
No sponsor pressure in Rather move: Admen. M. Christopher. *2 S/2*
Network tv sponsors' ad spending rose first seven months. Adbeat. *2 S/44*
NBC boss raps sponsor pullouts from 'Innocent.' M. Christopher. *16 S/1*
TV specials attract fresh sponsors. J. Forkan. *16 S/3*
More sponsor pullouts; four drop 'Sex Symbol.' M. Christopher. *23 S/2*

Sponsors too timid? Editorial. (Advertisers withdrawing from controversial tv shows should think twice, lest in future programs, both advertiser and agency be forgotten when sponsor slots are offered next time around.) *23 S/16*
Despite wave of tv sponsor pullouts, adult fare to continue, ad execs say. M. Christopher. *7 O/4*
NBC TV names sponsors for 'The Law.' FTR. *14 O/8*
Nielsen says Sinatra not a 'Main Event' for ABC. M. Christopher. *21 O/2*
Nov. 5 election coverage sponsors picked. LMN. *4 N/89*
ABC eyes female audiences as strong market for sports fare. J. Forkan. *11 N/3*
TV rating hypos can be a plus, some buyers say. M. Christopher. *11 N/73*
'Jeffersons' may carry top price tag. *18 N/2*
Ad rates for children's tv programs may rise as time limits are cut back. M. Christopher. *23 D/3*

TELEVISION, SPOT

Newcomers were 4th quarter's top tv spenders. *25 Mr/21*
Spot tv total $1.5 billion, 8.6% over '72. *1 Ap/2*
Spot rates dip in 1st quarter TvB reports. *1 Jl/3*
TvB releases report. *8 Jl/57*
Spot prices seen rising as actors win rerun pay hike. *8 Jl/62*
Media hopeful on second half; see light budget hikes. AA Roundup. *15 Jl/1*
Spot tv posts modest gains. *19 Ag/51*
Retail media mix as it looks to an agency man. I. Barnett. *30 S/28.*
Auditing can control tv spot woes: Wyman. *14 O/82*
Independents launch effort to increase tv ad dollar share. *14 O/100*

TELEVISION STATIONS

WLS-TV moves antenna. *4 F/45*
Video group hits public tv competition. *1 Ap/2*
Private tv station opens. *3 Je/58*
Justice Dept. presses lonely fight against cross-ownership by media. *24 Je/10*
KORK may lose license; WNAC set for renewal. J. Revett. *1 Jl/2*

TELEVISION STATIONS, INDEPENDENT

Independents' challenge: Fight discrimination. *11 F/3*
Economy, access ruling worry indy tv producers. *25 F/8*
FCC denies independents to postpone reduction of prime time. FTR. *4 Mr/8*
Independents launch effort to increase tv ad dollar share. *14 O/100*

TELEVISION TIME BUYING

See TELEVISION SPONSORS

TELEVISION, SYNDICATED

See TELEVISION—BARTER

TELEVISION, VIOLENCE

See TELEVISION, CONTROVERSIAL

TELL CITY CHAIR CO.

Tell City told to halt its use of Bicentennial logo in ads. *2 D/58*

TEMPLE-EASTEX INC.

Temple-Eastex cited in Time Inc. profit gain. *4 Mr/58*

TENNIS

See SPORTS

'TENNIS WEST/EAST'

Renamed 'Tennis Illustrated.' *22 Ap/26*

TEQUILLA

See LIQUOR

TERRORISM

Advertising can't stop terrorism. S. Bernstein. (SRB disagrees with Ernest Dichter's theory that advertising can help stop terrorism.) *8 Ap/14*

TEST MARKETING

Spotting new item potential called major research need. *22 Ap/30*
Quick-Line gets test tallies by phone. *17 Je/108*
Phoenix, Philadelphia good for product trial. *28 O/24*
Amusement parks can test products. *25 N/49*

TESTIMONIALS

BMW breaking testimonial ad campaign. *11 F/4*
Big-car owners target of Toyota testimonial ads. *4 Mr/54*
FTC says everybody doesn't need milk; hits celebrity ads. *15 Ap/1*
Granatelli hits anti-Andy score; offers his own poll. *15 Ap/8*
Some famous spokesmen—and how to use them in ads. L. Plapler. *15 Ap/38*
P&G now singing virtues of Tide. *22 Ap/30*
U.S. Plywood picks net tv for paneling identity effort. *19 Ag/16*

TEXACO INC.

Shell, Texaco & Mobil use newspaper space to explain operations. FTR. *21 Ja/8*
Key in future communication is 'advocacy ads': O'Toole. *4 Mr/6*
Mobil protests 'idea' ad ban; radio nets block Texaco spots. M. Christopher; S. Cohen. *8 Ap/1*
Bicentennial programs taking shape as nets, marketers ready fare. *15 Jl/3*

TEXAS

Dallas people pick 10 best, 10 worst ads. *11 Mr/18*
'D' magazine set to bow in October for Dallas residents. *27 My/80*
Kyle Rote Jr. named spokesperson for Texas Ford Dealers. Adbeat. *3 Je/57*
Dallas readies anti-crime ads. *23 D/24*

TEXAS INSTRUMENTS, INC.

Texas Instruments begins promotion of calculator via tv. LMN. *27 My/63*
'Time bracelet' ads set. *2 D/25*

TEXAS INTERNATIONAL AIRLINES, INC.

Airline ad flap stirring little official response. *1 Jl/6*
Texas Int'l ads upgrading image get critic perusal. *1 Jl/60*

TEXAS PHARMACAL CO.

DuBarry cosmetics consolidated into Texas Pharmacal. FTR. *6 My/8*

TEXIZE CHEMICAL CO.

Texize takes Grease relief on nat'l stage. *25 F/2*
With Texize, timing of advertising for new products is more important than techniques. Adbeat. *3 Je/57*
Texize moves Spray 'n Wash to Henderson. LMN. *16 S/1*
Texize retains Weltin. *7 O/79*

THAILAND

Thailand likely to keep U.S. subsidy for tobacco ads. *22 Jl/40*

THAT COMMERCIAL PLACE

Unicom buys interest in That Commercial Place. *9 S/4*

THEATRICAL ADVERTISING

'Pippin' moves into network tv. Adbeat. *7 Ja/51*
'Bad Habits' Broadway comedy, begins tv adv. Adbeat. *3 Je/57*
"Music, Music," and "Noel Coward in Two Keys" Broadway shows using TV commercial advertising. Adbeat. *17 Je/108*
"Grease" advertising as longest running musical on Broadway. Adbeat. *18 N/202*

THIRD WORLD

New developments in Third World hint at new markets. E. B. Weiss. *7 Ja/44.* (Last of 3 parts, Previous articles appeared *D 10, 1973* p. 45, *D 17, 1973* p. 99.)
Third World market boom? Editorial. (Comments on the E. B. Weiss series on the Third World.) *28 Ja/14*
Direct satellite-to-receiver tv will spur Third World advertising. A. Stridsberg. *20 My/27*

THOMAS PUBLISHING CO.

Thomas launches new publication in Brazil. *29 Ap/6*

THOMAS, ROBERT E.

Oil exec raps media attacks on industry. *3 Je/22*

THOMAS, TED ASSOC.

William H. Rorer Inc. moves account from JWT to Ted Thomas Assoc. FTR. *10 Je/8*

THOMPSON, DONALD F.

Don Thompson elected chairman & chief exec. of JWT Paris agency. LMN. *2 S/41*

THOMPSON, HARRY C.

Former MPA leader asks merged mag. associations. *21 O/4*

THOMPSON, J. WALTER CO.

Thompson creates Diogenes, health care research unit. LMN. *14 Ja/61*
JWT resigns $2,000,000 in Seagram billings. LMN. *21 Ja/1*
Diverse Dentsu nudges aside JWT for global No. 1 status. *21 Ja/3*
JWT will get new Ford car. *4 F/50*
JWT has groundbreaking for new Detroit building. *18 F/67*
Marks picks JWT unit. *25 F/168*
Nadeen Peterson will move to K&E (Also, Lord, Geller soon to be a part of JWT.) *4 Mr/6*

Capitol's Audio Devices unit names JWT. LMN. *11 Mr/1*
JWT Concept Group set; Niemi to head staff. LMN. *25 Mr/115*
Eaton says being known is worthy ad objective. B. Donath. *22 Ap/42*
JWT returns to tv production with 'Speak easy.' FTR. *29 Ap/8*
Public agencies falter during 1st quarter '74, no quick upturn seen. B. Donath. *6 My/1*
Stanton to purchase Simmons from Cordura; also JWT considers selling Axiom. LMN. *13 My/1*
Rheingold picks JWT; ad budget hike seen. LMN. *13 My/1*
Shakey's appoints JWT/West. LMN. *13 My/93*
Outlook bright at JWT, O&M, shareholders hear. B. Donath. *20 My/8*
William H. Rorer Inc. moves its account from JWT to Ted Thomas Assoc. FTR. *10 Je/8*
Ford, JWT agree to FTC ad strictures. *17 Je/8*
JWT offering booklet on advertising law. Adbeat. *17 Je/108*
JWT takes control in Indonesian shop. *8 Jl/56*
New Thompson shop to handle Peel Street wines. *8 Jl/63*
Chock Full loose again; JWT quits. *15 Jl/8*
Hearing drops sex bias claim against JWT. *22 Jl/8*
Alberto-Culver files suit over Gillette's Tame ad. *22 Jl/8*
Banquet shifts convenience foods to J. Walter Thompson. LMN. *22 Jl/75*
Anatomy of a breakup: Chock Full vs. JWT. J. O'Connor. *5 Ag/1*
O&M, JWT post better showing in 2nd quarter. *5 Ag/8*
'I've had it with agencies.' Editorial. (William Black, Chock Full o'Nuts chief should have given JWT a first-campaign trial before severing relations.) *12 Ag/10*
Deltakos loses Parke billings to Sieber, Sudler, McIntyre. LMN. *19 Ag/1*
See int'l shift as JWT taps Don Johnston. R. Bechtos. *26 Ag/1*
Deltakos medical division of JWT opens Chicago office. LMN. *26 Ag/209*
Don Thompson elected chairman & chief exec. of JWT Paris agency. LMN. *2 S/41*
Olive group seeks new agency as it drops Thompson. *2 S/45*
JWT divides int'l; Lanigan, Sharman get new positions. R. Bechtos. *9 S/3*
Hicks named to new post at Thompson. *16 S/8*
U.S. shops can learn from fee use in Europe: Clark. *16 S/72*
JWT considering reopening ad office in Chile. LMN. *16 S/89*
Newest JWT shifts bolster creative side. *30 S/8*
Communispond, JWT branch, opens in D.C. *30 S/92*
JWT media payment plan based on Stokely case. *7 O/6*
JWT int'l execs gather for seminar. Adbeat. *7 O/94*
JWT ads for Euro break as bank absorbs Franklin. *14 O/3*
Black says bureaucracy rampant in big agencies. J. O'Connor. *21 O/22*
People will pay more for value: JWT foreign execs. *28 O/74*
Deltakos opens three new units. *4 N/74*
O&M reports earnings rise, int'l hampers JWT quarters. *11 N/2*
JWT's Dialog drops Chile, citing ideology conflict. LMN. *18 N/1*
Treasure, JWT exec, joins client's board. *18 N/21*
'Time' will back search for alternative research. B. Donath. *25 N/1*
Station bills 99.4% pure, Morris finds. *2 D/8*
Governments will use more ads in future: JWT's Sutton. *2 D/65*
JWT forms PTM Thompson in Kuala Lumpur. LMN. *16 D/1*
JWT-Brazil drops accounts. *16 D/4*. Correction: *23 D/30*.
JWT announces dividend cut for 1st quarter '75. FTR. *23 D/8*
JWT, Masius expand recruitment advertising. *30 D/26*

THOMPSON, MAYO J.
Congress presses FTC, FCC for action on children's ads. *18 Mr/2*
Cost factor should key FTC actions on ad cases: Thompson. S. Cohen. *1 Ap/3*
FTC seeks data on food markups from Washington chains. *6 My/2*
Selective FTC fact-seeking method could color food ad rule outcome. S. Cohen. *3 Je/4*
Branding and nutrition. Editorial. (Unless advertising and product quality create consumer brand preferences, advertising cannot tell about a product's merits—nutritious or otherwise.) *24 Je/16*
Public better served by FTC anti-trust pursuit, not ad suits: Thompson. *22 Jl/6*
FTC's Thompson raps moves against milk ads. LMN. *19 Ag/1*
Thompson urges end for opposition to prescription drug price adv. FTR. *7 O/8*

THOMPSON NEWSPAPERS LTD.
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*

THOMPSON, TED & PARTNERS
New Thompson shop to handle Peel Street wines. *8 Jl/63*

3M CO.
3M consumer drive set for Scotchguard. *25 Mr/112*
3M promotes tapes with Beethoven, Bach and Mozart look-alikes. LMN. *25 Mr/115*
3M cultivates Precise as garden market line. *1 Ap/56*
3M unit boosting road map service for car travelers. *6 My/81*
3M launches 'tape-a-kite' promotion. Adbeat. *13 My/89*

THREE SIGMA RESEARCH CENTER
RAB, 'Enquirer' use Three Sigma services. *11 Mr/52*
Bill Simmons to conduct a prototype Reader Action Profile syndicated magazine study. LMN. *17 Je/123*
New radio research due, ANA/RAB meeting told. J. Forkan. *24 Je/41*
Three Sigma Research Center contacts magazine publishers in support of Reader Action Profile. FTR. *2 S/8*
New Axiom study to probe magazine ad effectiveness. *7 O/8*

THROCKMORTON/SATIN ASSOCIATES
Film shorts can lure steady cable viewers, study finds. *9 S/35*

THURM, SAMUEL (author)
How effective is the new FTC? (View from Capitol Hill by Michael Pertschik, and view from the industry by Samuel Thurm.) *9 D/17*

TICHENOR'S, DR. G. H., ANTISEPTIC CO.
Dr. Tichenor's uses Negro markets as springboard for metro franchises. B. Donath. *18 F/3*

TIE-IN CAMPAIGNS
Lady Schick, Yardley tie in for spring. Adbeat. *25 F/154*
Gatsby movie attracts panoply of tie-in efforts. J. Forkan. *18 Mr/2*
Paramount sets 'Gatsby' ad efforts; more tie-in. J. Forkan. *25 Mr/117*
Kellogg & Citrus Commission schedule joint campaign. Adbeat. *25 Mr/103*
'Seventeen' travels with tie-in push. *15 Ap/4*
Bicentennial administrator okays promotion of tie-ins. *3 Je/66*
Despite critics, 'Gatsby' is a profitable enterprise. J. Forkan. *17 Je/78*
Foreman-Ali fight ad tie-ins to include rotating ring posts. *24 Je/73*
Battle for the 'Apes' set as marketers plan tie-ins. J. Forkan. *1 Jl/60*
Old Spice NBA tie-in is bid for younger users. *29 Jl/16*. Correction: *12 Ag/60*.
New Lindsay ads to include tie-ins. *12 Ag/24*
Coupons are tie-breakers in era of parity products. E. Mahany. *12 Ag/36*
What's greatest sales of all? S. Bernstein. (SRB comments on marketing campaigns that compliment each respective product or merchandising idea.) *2 S/10*
National tells buyers: Avoid costly sugar, try artificials. *28 O/2*
IBM, Bird set Bicentennial tie-in programs. *9 D/66*

TIME INC.
'Life' plans monthly run for next year. *7 Ja/8*
'Life' revival is uncertain, Time Inc. execs now say. *14 Ja/26*
Time purchase its common shares on open market. Adbeat. *14 Ja/57*
'People' role: Reporting on personalities. B. Donath. *18 F/47*
Time's '73 revenues up. FTR. *25 F/8*
Temple-Eastex cited in Time Inc. profit gain. *4 Mr/58*
'People's' readers like it, Time says; ad jury is still out. *18 Mr/3*
Time record gains laid to successful launch of 'People.' *22 Ap/4*
Zip marketing resisted by some media people. Adbeat. *22 Ap/77*
'Newsweek' exec edition goes after 'Time B.' B. Donath. *29 Ap/6*
'People' raising cir. guarantee & page rates. LMN. *20 My/107*
Time announces discount for next two 'Life' special issues. FTR. *27 My/8*

Trans-World sold to Computer Television. *3 Je/64*
'Money' raising circ. & ad rates. LMN. *10 Je/63*
'Newsweek,' 'Time' shun bid for pot ad. *17 Je/8*
Time Inc. appoints Stanley Posthorn to new post. LMN. *24 Je/69*
No ad folks among 'Time's' 200. *15 Jl/4*
Time second quarter earnings gain. FTR. *15 Jl/8*
Time assigns 'People' account to Y&R. LMN. *29 Jl/53*
Top 100 national advertisers 1973 marketing report. *26 Ag/186*
Nixon pardon triggers hasty magazine cover revamps. *16 S/4*
See also *9 S/88,* Adbeat.
'People' raising cover price. LMN. *23 S/111.* Correction: *14 O/68*
Third 'Life' special hits newsstands. FTR. *21 O/8*
Time Mag. issues Oct. 21 was largest single issue. FTR. *21 O/8*
Time reports nine-month earnings gains for '74. *21 O/96*
Time Inc. promotes holiday 'People' subscriptions. Adbeat. *18 N/202*
'Time' will back search for alternative research. B. Donath. *25 N/1*
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3*
'Time' seeks industry support in research beef. *2 D/2*
Time expects quarter, year revenue gains. *2 D/8*
'Time' sets Bicentennial issue for spring. LMN. *9 D/73*
ARF votes new committee on research methods. B. Donath. *16 D/6*

TIMES MIRROR CO.
Times Mirror (L.A.) proposes Delaware incorporation. *21 Ja/62*
Times Mirror revenues, profits increase in '73. *25 F/167*
Times Mirror unit shelves 'Golfdom,' changes 'OL' staff. *27 My/63*
W. P. Tudor named ad sales director for 'Golf Magazine.' LMN. *10 Je/63*
Harcourt & Times-Mirror negotiating for golf book. LMN. *24 Je/69*
Harvest adds 'Golfdom.' *8 Jl/64*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*

TIMEX CORP.
Timex sponsors two Diana Ross tv specials. LMN. *22 Jl/75.* Correction: *29 Jl/53.*

TIMME, E. F., & SON
Judge finds Timme 'fake fur' ads false, but not unlawful S. Diamond. *8 Ap/48*
Court rules Timme, tv spots for fake fur not misleading. *2 S/26*
What's happened since 'Uncola,' fake fur cases were appealed. S. Diamond. *16 S/64*

TINKER, DODGE & DELANO INC.
Tinker retains grapefruit in stormy citrus board session. *22 Ap/1.* See also *15 Ap/1,* LMN.
Interpublic had big role in Rocky's campaigns. *26 Ag/2*
STP moves to Tinker from Stern, Walters. *26 Ag/2*
Fla. Citrus consolidates at Dancer; Tinker out. *23 D/8*

TINKER, GRANT
Tinker says MTM, other tv producers in red, even with hits. M. Christopher. *11 N/2*

TIRES
Sunmark tests auto tune-up centers and tire stores. LMN. *4 F/49*
Goodyear's Exten tire makes West Coast bow. *18 F/1*
Firestone breaks second shot of its 'gas saver' radial tire campaign. FTR. *4 Mr/8*
Uniroyal shifts tires to O&M. *18 Mr/8*
Kelly-Springfield begins new campaign. FTR. *18 Mr/8*
Firestone pushes new tire into Southern California market. Adbeat. *25 Mr/103*
Uniroyal introduces 2 new tires. LMN. *8 Ap/65*
New Firestone tire due for '76 autos. *29 Ap/79*
Dep't of Transportation calls for uniform gov't. grading of tires. LMN. *17 Je/123*
Goodrich kills co-op funds for dealer ads. *5 Ag/8*
Costs dictated demise of race tires: Firestone. T. Rowan. *19 Ag/2*
Goodyear to keep racing sponsorship. *26 Ag/16*
Goodyear debuts new radial tire. FTR. *16 S/8*
'Goodrich, not Goodyear' works at telling it straight. P. Ross. *7 O/63*
Uniroyal breaks tire ads. FTR. *4 N/8*
Goodyear Tire tests 'studless' snow tires. LMN. *4 N/89*
Car, tire performance claims not typical, makers tell FTC. *18 N/4*
Firestone Tire & Rubber Co. tests soft rubber studless winter tire. LMN. *9 D/73*
Tire makers push replacement sales. AA Roundup. *30 D/1*

TOBACCO & TOBACCO SUBSTITUTES
US smokers test ersatz tobacco. Adbeat. *18 F/67*
News on Cleanese's Cytrel tobacco substitute. *18 F/70*
Philip Morris puts European smoke in U.S. test; Lorillard expands True. J. O'Connor. *8 Ap/3*
TV tobacco revenue not up to snuff. J. Forkan. (Lists the leading tv spenders in tobacco industry.) *1 Jl/10*
Thailand likely to keep U.S. subsidy for tobacco ads. *22 Jl/40*
U.S. Tobacco tests chewing tobacco product. LMN. *29 Jl/53*
Brown & Williamson offers pipes in attempt to increase sales of Sir Walter Raleigh pipe tobacco. Adbeat. *2 S/44*
R. J. Reynolds test "Meet the Turk" campaign, tests Zur pipe tobacco. LMN. *28 O/71*

TOEPFER, SUSAN (author)
Incentive travel survives energy snags. *24 Je/50*

TOILETRIES
Personal care items' global outlook good. *1 Ap/28*
Personal care items popular with collegians, survey finds. *21 O/66*
B-M moves into test with 'Council' line. *4 N/1*
Black youth spend big on toiletries: 'Players' study. *2 D/73*
See also COSMETICS
FRAGRANCES
MEN'S TOILETRIES
SKIN CARE PRODUCTS

TONKA CORP.
Tonka Toys promotes line of durable toys. Adbeat. *25 F/154*

TOOTSIE ROLL INDUSTRIES, INC.
Tootsie Roll plans baseball contest promotion. LMN. *16 D/1*

TOPPS CHEWING GUM INC.
Topps using net tv for first time. LMN. *26 Ag/209*

TORBET, ALAN, ASSOCIATES
Torbet releases results of radio rep poll. Adbeat. *25 Mr/103*

TORO CO.
Toro pushing lawn care products & machinery in new ad campaigns. Adbeat. *29 Ap/72*
Toro sets big spring effort. *2 S/8*
Toro pushes consumer products line in Canada. Adbeat. *4 N/85*

TOTINO'S FINER FOODS
Totino's pizza promotion prevents payoff. *28 Ja/3*

TOWELETTES
Scott testing entry in baby towelette market. V. Adams. (A brief look at the baby towelette market.) *25 F/164*
P&G tests Always disposable hand/face towels. LMN. *8 Ap/1*
J&J tests TuffTowels. LMN. *8 Ap/65*
Olds' spring media include towelettes. (TWA contracts for towelette packages that carry Olds' advertising.) *15 Ap/64*

TOWERS, I. M. & CO.
Promotion offers stimulate higher sales, MCEI learns. L. Haugh. *17 Je/85*

TOWNSEND, CHARLES C.
Charles Townsend named exec. vp of Interpublic. LMN. *3 Je/61*

TOY MANUFACTURERS OF AMERICA
Shortages crimp Toy Fair entries. J. Forkan. *18 F/10*
Toy execs see unisex trend; cite 'action dolls' for boys. J. Forkan. (Activists and mothers picketed the American Toy Fair protesting 'sexist' and 'militarist' toys.) *25 F/1*

TOYNBEE, ARNOLD
On sweet potatoes and irreversible compromise. 'My.' (A commentary on society and advertising and historian Arnold Toynbee.) *20 My/92*

TOYOTA MOTOR SALES, U.S.A.
Big advertisers not cutting budgets in energy crunch. (Marketing and advertising plans for Toyota cited.) *4 F/27*
Toyota stresses roominess and comfort in '74 ad drive. Adbeat. *18 F/70*
Toyota account at FC&B, London. LMN. *25 F/163*
Big-car owners target of Toyota testimonial ads. *4 Mr/54*
Toyota back to price, value as ad theme. *10 Je/8*
Toyota reportedly a major 'Godfather' sponsor. LMN. *5 Ag/1*
Top 100 national advertisers 1973 marketing report. *26 Ag/187*
Toyota touchers told 'hands off.' *28 O/4*
Toyota ad plans for '75 include 'Godfather' buy. LMN. *11 N/73*

TOYS
See GAMES, TOYS & HOBBYCRAFT

TRACK
See SPORTS

TRACY-LOCKE ADVERTISING
Tracy-Locke rejects private ownership bid. FTR. *18 F/8*
Tracy-Locke forms Point Communications. FTR. *18 Mr/8*
Tracy-Locke buying back some shares. *8 Ap/8*
Public agencies falter during 1st quarter '74, no quick upturn seen. B. Donath. *6 My/1*
O&M, JWT post better showing in 2nd quarter. *5 Ag/8*
TRADE ASSOCIATIONS
Kemper president wants business to set sanctions. *21 Ja/23*
'Influentials' study: Research spending to rise. J. Honomichl. (First of 2-parts.) *8 Jl/3*
Leaders polled on central trade assn., outside owners. J. Honomichl. (Last of 2 parts.) *15 Jl/66*
Research companies plan new association; want federal projects. J. Honomichl. *9 D/3*
TRADE DEALING
Grocery trade dealing as a way of life. A. Berry. *9 D/52*
TRADE SHOWS
Hair stylists learn the new look. L. Baltera. *8 Ap/40*
Contests do work, Nielsen's Ainslie tells Toronto meet. *15 Ap/46*
Line extensions, features dominate electronics show. *17 Je/108*
Katz, Cahners buy trade show units. *8 Jl/60*
Interviews new ego-boosters for trade show guests. *18 N/24*
Seek trade show accountability. P. Falk. *30 D/23*
TRADEMARKS
Playgirl sues Playboy. *25 F/147*
Bennett charges VW with trademark infringement. FTR. *15 Ap/8*
Libby Libby Libby's new look look look. J. Gould. *29 Ap/32*
Crush International files suit against Ocean Spray Cranberry over trademarks. FTR. *29 Jl/8*
Seven-Up wins again on 'Uncola' trademark. *29 Jl/58*
Court invalidates perfume trademark for low sales. S. Diamond. *12 Ag/31*
Crush marketer sues Ocean Spray over trademarks. *12 Ag/54*
Johnson sues Avon over use of Ultra Sheer. *19 Ag/8*
General Mills hopes to score with a Bundt (foul or fair?) *26 Ag/8*
CI, Ocean Spray reach agreement in trademark case. *9 S/90*
What's happened since 'Uncola,' fake fur cases were appealed. S. Diamond. *16 S/64*
Trademark groups against new treaty. *14 O/41*
McDonald's suing Elias. *16 D/77*
Playboy wins again—court stops Brincat's use of HMH trademarks. S. Diamond. *23 D/18*
See also LOGOTYPES
TRADING STAMPS
Return to stamps seen as promotion area shows growth. N. Giges. *11 F/2*
Trading stamps try citywide efforts. L. Haugh. *24 Je/24*
Grand Union begins drive; stamp use cut. *7 O/87*
TRAFFIC AUDIT BUREAU
TAB says proceed with caution on its data; weather causes cutbacks. *7 Ja/2*
TAB puts dimout-time circulation at 3.7% *14 Ja/6*
Daylight time is hurting circulation of outdoor. J. Forkan. *21 Ja/1*
Traffic Audit Bureau releases study on auto circulation volume. Adbeat. *22 Jl/71*
Outdoor users grumble about a.m. darkness. J. Forkan. *7 O/10*
TRAHEY ADVERTISING
Stevcoknit appoints Trahey Advertising. LMN. *28 Ja/61*
TRAHEY, JANE
Advertisers and agency men examine magazines—today and tomorrow. (Comments by Ms. Trahey.) *18 N/199*
TRANSAMERICA INSURANCE GROUP
Transamerica Insurance begins first consumer campaign. LMN. *5 Ag/43*
TRANS-AMERICAN VIDEO
Stone heads TAV. *11 F/66*
TRANS-HIGHWAY CORP.
For those using brown-wrappen smokes there's now a magazine sent the same way. *27 My/20*
TRANS WORLD AIRLINES INC.
TWA ad seeks jobs for furloughed employes. *28 Ja/6*
Olds' spring media include towelettes. (TWA contracts fo towelette packages that carry Olds' ads.) *15 Ap/64*
TWA readies new entrees for June test. *6 My/8*
TWA and Pan Am seeking joint interntional flight advertising. Adbeat. *17 Je/108*
TWA tunes in new revenue source: Commercials on in-flight programs. *8 Jl/3*
In-flight ads: Right or blight? Editorial. (Airline advertising and in-flight commercials do little to help fill empty seats on planes.) *22 Jl/12*
Top 100 national advertisers 1973 marketing report. *26 Ag/188*
TWA may shift media buying from WRG. LMN. *23 S/1*
TWA denies shift in buying. *30 S/94*
TWA cool to patriotic tack in ads. *7 O/2*
TWA, Pan Am ad moves await route swap okay. *28 O/10*
TWA promoting Ali-Foreman fight on flights. Adbeat. *18 N/202*
TWA's Ambassador Foods tests Mrs. Brady's Great Little Meals frozen convenience entree. FTR. *25 N/8*
United sets discount fares; other carriers to follow. LMN. *9 D/73*
United names marketing vp new president. (Also includes shifts in TWA management.) *16 D/77*
TRANSIT ADVERTISING
Ohio ACLU seeks lift of suburb political ad ban. *14 Ja/28*
Unusual S.F. effort urges public transportation use. *11 F/69*
Grey to study mass transit techniques. LMN. *4 Mr/53*
Transit sees good times as medium rediscovered. H. Bernstein. *15 Ap/30*
Must accept impeach ads, court rules. *29 Ap/80*
ACLU seeks action on CTA car card refusal complaint. *20 My/107*
N.Y. subway riders clock watchers, ad survey shows. *24 Je/54*
Seoul, South Korea will open 1st subway system. Adbeat. *5 Ag/39*
Westport, Conn. introduces "Minnybuses." Adbeat. *19 Ag/47*
Atlantic Richfield breaks public survey, mass transit ad campaign. LMN. *9 S/85*
Carrols coupons help Syracuse sell bus tokens. *14 O/67*
NY Thruway Authority breaks advertising on toll tickets. Adbeat. *30 D/32*
TRANSIT ADVERTISING ASSN.
Transit sees good times as medium rediscovered. H. Bernstein. *15 Ap/30*
TRAVEL AGENCIES
Travel agencies hit for ads promoting 'spiritual' voyages. *14 Ja/2*
Pan Am files cross-claim suit with international air group, travel shop. *13 My/40*
TRAVEL INCENTIVES
Incentive travel survives energy snags. S. Toepfer. *24 Je/50*
'TRAVEL & LEISURE'
'Travel & Leisure' drops circ. rate base. FTR. *30 D/12*
TRAVEL & TOURISM
Ontario tourism ads directed to U.S. residents. Adbeat. *4 Mr/49*
Maine introduces booklet on easy lifestyle in Maine. Adbeat. *11 Mr/53*
Virginia launches tourist ad campaign. Adbeat. *11 Mr/53*
Michigan launches campaign. Adbeat. *18 Mr/73*
Pan Am pushes tours. *18 Mr/82*
Fuel theme out of Ontario tour ads. *8 Ap/34*
Oregon investing $271,000 to get tourism increase. *22 Ap/66*
American's summer travel ads spark stockholder jibe. *20 My/2*
Grey resigns islands. *10 Je/29*
Stuckey ads promote travel message service centers. *17 Je/71*
Canada ad push set to lure U.S. visitors. *17 Je/94*
Bank of America opens travel club. *8 Jl/61*
Study released on vehicle used to travel on vacations. Adbeat. *22 Jl/71*
Pennsylvania boosts tourism via promotion. *12 Ag/60*
Vacation reports available compiled by Phillip Camp Associates. Adbeat. *19 Ag/47*
Senate okays U.S. travel bill. *26 Ag/209*
Print's power lies in selectivity, cost, MPA meeting hears. (Panel sessions included comments on food, travel and liquor.) *16 S/2*
Oregon takes another look, decides to seek out tourists. *30 S/84*
Travel group plans drive to promote So. America. *1 O/47*
Overland stage—alive and well in Southern California. *21 O/76*
Big Bicentennial drive for Penna., but Mass. plans only regional ads. J. Revett. *21 O/95*
Puerto Rico top spender for tourism. *21 O/95*
Holiday Inns shifting to 'emotional' ad campaign. B. Donath. *4 N/6*
Island of Maui promoting tourism. Adbeat. *4 N/85*
Resort ad touts savings. *2 D/25*

Mississippi slates ad effort to promote its 'rural' image. M. Maples. *2 D/57*
Palm Springs lures Los Angeles visitors. *2 D/73*
Dayton takes on the top cities with 'we're bigger' approach. M. Maples. *9 D/24*
U.S. guidebook set for Danish tourists. *16 D/83*
Travel advertising $59 billion in '73; increase forecast. *23 D/11*

TRAVELERS INSURANCE CO.
Gregory Peck advertising for Travelers Insurance. Adbeat. *2 D/64*

TRAVELING SHOWS
NBC Enterprises disappointed in response to "Peter Pan" traveling show with Cathy Rigby. Adbeat. *3 Je/57*

TREASURE TREE INC.
Treasure Tree coupon plan hopes to go national in '75. *21 O/48.* See also *14 O/109,* LMN.

TREESWEET PRODUCTS CO.
Treesweet testing T-shirt premium. Adbeat. *10 Je/66*
Treesweet Products tests new family pak orange juice. Adbeat. *11 F/70*
Treesweet in widened test. *11 N/78*

TRENDEX INC.
Trendex taps Montesano. *18 F/6*
ARB readies local brand study revival; tests data reliability. *20 My/12*
Trendex lists data users. *2 D/50*

TRIALS
Media analyst plays role in Mitchell-Stans trial. *15 Ap/2*
Judge dismisses IPSA fraud case. *6 My/81*

TRIANGLE ADVERTISING FEDERATION
TAF picks officers. *23 S/10*

TRIANGLE PUBLICATIONS
Opinion on demise of 'good Food': Audience too wide, scope narrow. B. Donath. *18 Mr/3.* See also *11 Mr/57,* LMN.

TRIANGLE BROADCASTING CO.
Traingle to buy WREC. *8 Jl/65*

TRIBUNE CO.
Cook, Hunt promoted at Tribune Co. *15 Ap/8*
Tribune Co. holders approve charter change. *22 Ap/72*
Knight-Ridder may be new sales leader. *15 Jl/1*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*

TROOST WERBEAGENTUR
Interpublic buys Troost; K&E gets London shop. *30 S/92*

TROPICANA PRODUCTS, INC.
Kellogg's bid for Tropicana adds juice to nutrition ads. *22 Ap/6*
Shareholders nix Tropicana merger talks. *29 Ap/8*
Tropicana looking for an agency. FTR. *10 Je/8*
Tropicana to SSC&B; may widen market. *15 Jl/3*
Tropicana new N.Y. effort aims at Minute Maid entry. N. Giges. *28 O/30*

TRUCKS
International Harvester assigns heavy duty truck advertising to Brand Advertising. LMN. *14 Ja/61*
Mack Trucks wins Freedom Foundation's Principal Award. Adbeat. *11 Mr/53*
Ford to offer its SuperCab pick-up truck. *6 My/2*
Maintenance-free battery stars in Delco ad campaign. R. Gray. *2 S/38*
Scout vehicles to get $400,000 net tv campaign. *21 O/26*
Ford stresses dealer, quality in truck ads. *18 N/22*

'TRUE'
Fawcett not denying merger of 'True' and 'Mechanix Illustrated. LMN. *20 My/107*
Petersen is set to turn 'True' around; purchase near. B. Donath. *8 Jl/2.* See also *1 Jl/1,* LMN.
Petersen signs contract buying 'True' from Fawcett. LMN. *12 Ag/57*
Petersen plans revitalized 'True.' H. Bernstein. *9 S/62*

TRUTH IN ADVERTISING INC.
New Group asks support to improve kiddie tv ads. *3 Je/65*
Truth in Advertising group mails out revised Assn. of National Advertisers children's tv ad guidelines. Adbeat. *8 Jl/60*
In thine own ads be true, if they let you: McCabe. 21 O/38

TRUTH PUBLISHING CO.
Post-Newsweek Stations to sell WCKY radio. *7 O/23*

TUFFKOTE INC.
Tuffkote Inc. and Burton Sohigian Inc. terminate relationship. LMN. *21 Ja/73*

TURKEVICH, NICHOLAS L.
Turkevich named to management board of European Intermarco Farner advertising network. LMN. *27 My/63*

TURNKEY AUTO PARTS & SERVICE
Gulf sets test of parts and service stores in Houston. *1 Jl/56*

TURTLE WAX INC.
Turtle Wax widens magazine list in new product drive. *4 F/20*

TWENTIETH-CENTURY FOX FILM CORP.
Battle for the 'Apes' set as marketers plan tie-ins. J. Forkan. *1 Jl/60*
20th Century folds Wylde Films & Assoc., tv commercial production division. FTR. *11 N/8*
20th Century-Fox Film sells ABC-TV 12 movies. LMN. *23 D/25*

TWENTIETH CENTURY PUBLICATIONS
Bicycle monthly bows. *27 My/10*

TWENTY FIRST CENTURY COMMUNICATIONS
Twenty First revenues jump 108% in 1973. *25 Mr/28*
'National Lampoon wins appeal upholding exclusivity of 'Lampoon' name. FTR. *13 My/8*
Harvard sets 'SI' lampoon for October. *13 My/32*

TWENTY-ONE BRANDS INC.
'21' Brands, agency split raises questions. *23 S/10.* See also p. 8, FTR.
Hiram Walker & "21" Brands join in marketing & sales program. FTR. *21 O/8*

TYCO INDUSTRIES
Tyco toy trains enter Australia; tv ads set. *29 Jl/24*
Tyco Industries promoting model train sets with X-Mas campaign. Adbeat. *2 S/44*

TYLER, WILLIAM D. (author)
Advertisers turn to magazines for long-term ad objectives. (10 Best Print Campaigns of 1973.) *21 Ja/43*
Let's expose misleading ads before consumer protectors can. *18 F/52*
Advertising returns to first things first—sell the idea, then entertain. *18 Mr/53*
How to put your package to work in print ads. *29 Ap/30*
Advertising lowers effectiveness in today's quick-buck' era. *6 My/54*
'Economic deep-think' could leave agencies vulnerable. *27 My/42*
Power of a full newspaper page— is it gone for good? *1 Jl/42*
Radio turns to interruption these new, different ways. (Tyler picks top ten radio commercials.) *5 Ag/23*
RC's agency search shows lull in big shop creativity. *9 S/49*
'Divide-and-conquer' agency proves vulnerable. *14 O/87*
How magazine ads looked the last five years—the trends and the non trends. *18 N/74*
Tyler seeks new product success stories. *2 D/42*
British ads measure up to ours—but English excel in training their ad people. *23 D/19*

TYNDALE HOUSE PUBLISHERS
New media mix set for 'Living Bible.' *22 Ap/44*

TYPEWRITERS
IBM keeps cool as Xerox rolls out new typing system. *4 N/70*
See also OFFICE EQUIPMENT

TYPOGRAPHY
Photocomposition is here to stay, so learn to avoid its pitfalls. P. Brady. *22 Jl/54*
Taste in type: Shun italic capitals; try filmset for sleek initials. P. Brady. *10 Je/50*
IBM still loses next to 'good' typesetting; enlargements okay—if cautious. P. Brady. *28 O/48*

TYSON, O. S. INC.
De Garmo, Tyson form new agency. *1 Jl/28*

UHLMAN, JAMES
Uhlman quits 1,001 post; Rowe goes to publisher slot. *2 D/70*

USV PHARMACEUTICAL CORP.
Natural trend boosts vitamin sales; makers walk narrow line on claims. L. Baltera. *22 Ap/3.* Correction: *29 Ap/16.*

UNCLE BEN'S INC.
Uncle Ben's uses radio. Adbeat. *25 Mr/103*

UNICEF
UNICEF offers 'Spare a bite' ad. *25 N/43*
UNICOM BROADCAST SALES
Unicom buys interest in That Commercial Place. *9 S/4*
UNIT PRICING
Conn. lawmakers drop unit pricing rule for media ads. *14 Ja/26*
GMA fights new food bill consumerist amendments. *25 F/150.* See also *18 F/8,* FTR.
UNILEVER LTD.
Unilever launches Pears hand lotion. *18 F/47*
Australian unit blames ads for detergent prices L. Blanket. *2 S/6*
Lintas' troubles mount as Unilever chunk exits. M. Kallenbach. *11 N/3*
UNION CARBINDE CORP.
New market fight seen as DuPont pulls Xerex. *8 Ap/2*
FTC releasing settlements to Union Carbide & Hercules about warning statements on pesticides. LMN. *6 My/81*
Glad plastic wraps & bags celebrating 10th anniversary. Adbeat. *13 My/89*
Union Carbide ends 4-year hiatus from corporate advertising. Adbeat. *27 My/60*
Antifreeze next on the 'crunch' list. T. Allen. *29 Jl/54*
Glad sandwich bags promoting back-to-school offers. Adbeat. *5 Ag/39*
Union Carbide & Dow Chemical launch national campaigns to promote anti-freeze. FTR. *9 S/8*
Antifreeze marketers set major winter ad campaigns. *16 S/2*
Prestone adds O&M; Esty out. *16 D/77*
Union Carbide's Dynel being phased out. *23 D/28*
UNION OIL CO. OF CALIFORNIA
Some no-lead brands replace low-lead gas. AA Roundup. *27 My/6*
Union to back economy runs. *2 S/40*
UNIROYAL, INC.
Uniroyal makes no decision to leave DDB. FTR. *11 F/8*
Uniroyal shifts ties to O&M. *18 Mr/8*
Keds assigned to McCann as Uniroyal scrubs DDB. LMN. *25 Mr/1*
DDB exec shuffle is start of agency image revamp. B. Donath. *25 Mr/3*
Uniroyal introduces new Zeta tires. LMN. *8 Ap/65*
Uniroyal launches consumer campaign for Naugahyde. LMN. *26 Ag/209*
Uniroyal using Ogilvy & Mather-created ads for campaign, despite account shift to Doyle Dane Bernbach. FTR. *4 N/8*
UNITED AIR LINES
United Air Lines begins new logo. Adbeat. *24 Je/72*
Top 100 national advertisers 1973 marketing report. *26 Ag/189*
United readies ski promotion. *26 Ag/215*
UAL fails to buy Avis. FTR. *7 O/8*
United sets discount fares; other carriers to follow. LMN. *9 D/73.* See also *30 D/25,* LMN.
United names marketing vp new president. (Also includes shifts in TWA management.) *16 D/77*
UNITED AUTO WORKERS
UAW asks review of Detroit Edison rate increase. LMN. *29 Ap/75*
Auto makers, others, back 'buy' drives. *25 N/53*
UNITED BISCUIT LTD.
United Biscuit buys 30% of Keebler Co. FTR. *28 Ja/8*
United Biscuit acquires Keebler Co. FTR. *29 Ap/8*
Colgate-Palmolive testing United Biscuit's McVitie's cookies in Florida. Adbeat. *20 My/103*
C-P hits snag with McVitie's entry into S.F. *11 N/8*
McVities cake business goes to Masius, Wynne-Williams & D'Arcy-Macmanus, from Y&R. LMN. *18 N/217*
Keebler and elves to make 'strong' tv comeback. L. Edwards. *30 D/2*
UNITED BRANDS INC.
Chiquita lettuce back in the fridge, United says. J. Revett. *10 Je/3*
Gelsthorpe exits Gillette; set to join United Brands. J. O'Connor. *1 Jl/1*
Branding and nutrition. Editorial. (Unless advertising & product quality create consumer brand preferences, advertising cannot tell about a product's merits—nutritious or otherwise.) *24 Je/16*
Chiquita '75 plans not altered by Fifi. *7 O/100*
UNITED BROADCASTING CO.
FCC rules WFAB radio, Florida, should lose license for swindle. FTR. *20 My/8*
Eaton could be forced to sell WMUR-TV, KECC-TV. *7 O/80*
UNITED CHURCH OF CHRIST
Church asks FCC to hold radio renewals. *3 Je/22*
UNITED DAIRY INDUSTRY ASSN.
Expanded cheese ad effort aimed at reducing surplus. *9 S/8*
UNITED DELCO DIVISION
GM merges AC, Delco into one unit; seeks new agency. R. Gray. *12 Ag/58*
C-E gets nod for AC-Delco, new GM unit. *30 S/4*
UNITED FARM WORKERS OF AMERICA
Farm workers ask reply time to Gallo ads. *9 S/31*
Gallo rebuts call for fairness ads. *23 S/113*
UNITED FOODS
Libby reaches agreement on sale of frozen units. *8 Ap/53*
Winter Garden expands via Libby agreement. *27 My/6*
UNITED FOOD INDUSTRIES
Bright Day tests via tv. *16 S/76*
Hellmann's ad counters high price; low-cost Kraft entry set. *16 D/1*
UNITED FRUIT
See UNITED BRANDS
UNITED KINGDOM
Laming leaves BBDO Ltd. to head NC&K in London. *14 Ja/64*
London Sunday Times switches from weekly to fortnightly publication. Adbeat. *21 Ja/58*
Thomas Cook, Britain sets ad campaign budget. Adbeat. *28 Ja/57*
Average British adult measured for tv viewing and newspaper reading. Adbeat. *4 F/53*
British agencies feeling the crunch as three-day work weeks drag on. M. Kallenbach. *11 F/2*
Kraft Foods Ltd. extends frozen food line in Britain. LMN. *11 F/65*
British tv gets break as election day nears. LMN. *11 F/65*
Unilever launches Pears hand lotion. *18 F/47*
Britain's Liberal Party running newspaper ads; opponents say it's illegal. M. Kallenbach. *25 F/3*
U.K. 1974 paper prices may increase by 25%. *25 F/142*
Don't smoke if pregnant, U.K. poster drive warns. *25 F/148*
GF's Birdseye Division introduces line of fish products in United Kingdom. Adbeat. *25 F/154*
Shortages slowing British promotions. *25 F/158*
Prices seen new target of British government. M. Kallenbach. *11 Mr/2*
Cupboard Love bows. (Pedigree Petfood cat food.) *18 Mr/29*
U.K., Japan top winners in int'l broadcast. *25 Mr/107*
British food subsidies may crimp ad budgets. M. Kallenbach. *1 Ap/3*
Conceptrol U.K. ad effort uses outdoor for first time. *1 Ap/28*
Nestle names McCann-Erickson in London. LMN. *15 Ap/59*
Ayer/Barker/Hegemann international deal inked. *13 My/2*
Latest ad code troubles British consumer chief. M. Kallenbach. *13 My/23*
Ogilvy loses British Rail account to Graham & Gillies. LMN. *13 My/93*
British admen tighten belts. M. Kallenbach. *20 My/25*
How Mr. Kipling won No. 1 in British packaged cake. M. Kallenbach. *20 My/26*
U.K. smoking up. *20 My/78*
EMAD gains two. *24 Je/58*
U.K. dominates int'l Clios. *24 Je/72*
Britain mulls proposals to regulate ads, media. M. Kallenbach. *29 Jl/10*
ASA moving to strengthen U.K. voluntary ad regulation. M. Kallenbach. *12 Ag/20*
Laming turns tide for NCK London shop. *19 Ag/38*
Ad groups mull moves as Britain sets guides. M. Kallenbach. *2 S/4*
U.K. expected to halt commercial radio growth. *9 S/30*
British adman's book is 'boring litany' of ad sins. M. Moskowitz. *16 S/20*
Skin book import to bow with free ad space offer. B. Donath. *16 S/48*
Interpublic buys Troost; K&E gets London shop. *30 S/92*
Mary Quant turns to wines with launch of line in U.K. L. Baltera. *7 O/99*
McDonald's invades U.K. via bow of 3,000th unit. M. Maples. *14 O/41*
Findus, Sanitas launch ad drives in U.K. markets. *4 N/82*

U.K. milk price reduction forcing ad budget cuts. T. Rowan. *11 N/64*
Shortages, wage disputes threaten U.K. ad drive. *11 N/65*
British ad industry sets surcharge for financing broader control system. M. Kallenbach. *18 N/3*
Osborne Group buys into Kimpher agency. LMN. *18 N/217*
K&E London releases 25. *18 N/217*
Norman, Craig & Kummel plans merger with London agency. FTR. *25 N/8*
London ad group issues media buying guide. *25 N/50*
Book publishers view U.S. anti-trust suit as 'overkill.' *2 D/69*
U.K. 1st year of commercial radio is rocky. M. Kallenbach. *2 D/72*
British ads measure up to ours—but English excel in training their ad people. W. Tyler. *23 D/19*

UNITED MINE WORKERS OF AMERICA
Lee LABOR UNIONS

UNITED PARCEL SERVICE
UPS strike may crimp N.Y. Yule sales. L. Baltera. *28 O/24*

UNITED SERVICE EXPOSITION CO.
Katz, Cahners buy trade show units. *8 Jl/60*

U.S. ARMY
Military puts umbrella ad idea on ice; new bids seen. *8 Ap/3*
Army probes ad agency pick; Ayer exec denies allegations. J. Revett. *29 Ap/1*
Army again will review agency setup. J. Revett. *13 My/1*
Army narrows ad inquiry to payment rates. *20 My/1*
Probe shifted on Army-Ayer, possibly in agency's favor. *24 Je/3*
Army fighting calls for Justice Ayer pick probe. *26 Ag/216*
Army announces competition for recruitment ad program. FTR. *16 S/8*
Controversy over paid tv advertising by Army being dropped in House. FTR. *23 S/8*
Army mailing questionnaires to agencies this month. LMN. *21 O/1*
Audit of Army recruitment ad campaign completed by N W Ayer. LMN. *4 N/89*
Army ad audit uncovers 'procedural deficiencies.' LMN. *25 N/1*
Army probe clears Ayer; Justice Dept. gets data. J. Revett. *9 D/1*
Today's muddled Army. Editorial. (The Army and its relationship with N W Ayer is less than clear, and the competence of the Army to select an ad agency is questionable.) *16 D/12*

U.S. BORAX CHEMICAL CORP.
Nostalgia still in vogue among premium users. L. Haugh. *8 Jl/65*

U.S. BREWERS ASSN.
U.S. Steel joining U.S. Brewers Assn. on anti-litter campaigns. Adbeat. *12 Ag/50*

U.S. BUREAU OF THE CENSUS
5-year census reports 20% dollar increase in ad services. 1972 census of advertising agencies and advertising services, preliminary state total. *28 Ja/3, 66*
Census shows billings jump, employee drop. *31 Mr/4*
Women family heads increasing. S. Bernstein. (Reports from Census Bureau on changing family structures.) *14 O/16*
Back to nautre not yet major trend, data show. J. Revett. *4 N/82*
Number of births begins to increase after 17-year lag. *2 D/1*

U.S. CHAMBER OF COMMERCE
Move faster on kids' ad code, activists warn. *22 Ap/8*
Congress will sponsor tv spots for Bicentennial. Adbeat. *3 Je/57*
Chamber appoints Conahay to handle anti-inflation ads. *15 Jl/92*

U.S.-CHINA PEOPLE'S FRIENDSHIP ASSN.
'New China' designed to fill knowledge gap. *21 O/72*

U.S. CONGRESS
Subcommittee hearings begin on marketing & promotion practices of the prescription drug industry. FTR. *25 F/8*
Cosmetic advertising gets brickbats in Senate subcommittee's probe. *25 F/169*
Court's denial adds to FTC arsenal. *4 Mr/4*
Congress wants more gov't P.O. funds. *11 Mr/57*
Rosenthal group's counter ads hit energy company messages. *18 Mr/2*
Congress presses FTC, FCC for action on children's ads. *18 Mr/2*
Rate compromise near on second class mail. *22 Ap/12*
House okays egg industry promotion. *27 My/24*
Congress gets lottery ad bills. *3 Je/8*
Congress okays bill phasing second class postal hikes. *24 Je/6*
Ad role in teaching nutrition: Senate gets conflicting views. *24 Je/3*
New Congress to be reform-minded; inflation, energy, social issues on tap. S. Cohen. *11 N/2*

U.S. DAIRY ASSN.
U.S. Dairy Assn. ranks vanilla ice cream no. 1 flavor. Adbeat. *9 D/68*

U.S. DEPARTMENT OF AGRICULTURE
Nutrition ad pressure grows; U.S. agencies disclosure. J. Revett. *3 Je/1*
Thailand likely to keep U.S. subsidy for tobacco ads. *22 Jl/40*
Back to nature not yet major trend, data show. *4 N/82*

U.S. DEPARTMENT OF COMMERCE
Much energy-based ad, media pressure appears on the ebb. J. Revett. *4 F/1*
Candy dollar sales rise on stable volume. *17 Je/84*
Commerce Dep't and appliance makers join in promoting energy-efficient appliances. LMN. *21 O/99*

U.S. DEPARTMENT OF DEFENSE
Military puts umbrella ad idea on ice; new bids seen. *8 Ap/3*

U.S. DEPT. OF HEALTH, EDUCATION & WELFARE
HEW probes press story on NIAAA-Grey meeting. *4 N/8*

U.S. DEPARTMENT OF JUSTICE
Justice Dept. seeks breakup of newspaper-owned stations. S. Cohen. *7 Ja/1*
Justice Dept. move disconcerting thrust. Editorial. (AA disagrees with anti-trusters' moves to break up cross-ownerships solely on the basis of economic theory, without any signs of abuse of power.) *14 Ja/12*
Justice Dept. eyeing Motorola sale offer. *29 Ap/77*
Higher ad costs cited by U.S. in media cross-ownership case. J. Revett. *20 My/3*
Justice Dept. presses lonely fight against cross-ownership by media. *24 Je/10*
NAB defends ad pricing in cross-ownership case. *29 Jl/53*
Army fighting calls for Justice Ayer pick probe. *26 Ag/216*
FCC mulling action on cross-ownership issue. *9 S/2*
AT&T facing twin threats in anti-trust suits. *25 N/1*
Court dismisses JD suits against networks. *25 N/56*
Book publishers view U.S. anti-trust suit as 'overkill.' *2 D/69*
Army probe clears Ayer; Justice Dept. gets data. J. Revett. *9 D/1*
JD network suit revival doesn't cheer producers. C. Wingis. *16 D/2*
F&K reported to be target of U.S. anti-trust investigation. J. Forkan. *23 D/1*
Justice Dept. cites sugar companies. *30 D/12*

U.S. DEPARTMENT OF TRANSPORTATION
Dept. of Transportation calls for uniform gov't. grading of tires. LMN. *17 Je/123*

U.S. GOVERNMENT
Mail list users calm in face of Nixon's plan for privacy bill. *4 Mr/2*
Consumers think high food prices Uncle Sam's fault. *11 Mr/62*
Top 100 national advertisers 1973 marketing report. *26 Ag/190*
Uncle Sam the client. Editorial. (U.S. Government are advertisers with good records of adhering to sound professional standard.) *9 S/16*
Governments will use more ads in future: JWT's Sutton. *2 D/65*

U.S. INDUSTRIES, INC.
New radio research due, ANA/FAB meeting told. J. Forkan. *24 Je/41*

UNITED STATES INFORMATION AGENCY
Meyerhoff urges new tack for USIA. *10 Je/52*

USLIFE SAVINGS & LOAN ASSN.
Retirees' income woes core of USLIFE drive. *23 S/56*

U.S. MARINES
Military puts umbrella ad idea on ice; new bids seen. *8 Ap/3*
From halls of Montezuma to the pages of 'Screw'? *1 Jl/59*

U.S. MEDIA INTERNATIONAL
Edward Ryan rules Westinghouse B'casting unable to collect from advertisers on bills due from defunct U.S. Media International. LMN. *17 Je/123*

U.S. NAVY
Nostalgia still in vogue among premium users. L. Haugh. *8 Jl/65*

U.S. NEWS & WORLD REPORT INC.
TV 'most powerful' institution, reports USN&WR survey. *22 Ap/64*

Dunn moves to 'U.S. News' ad post July 15. LMN *1 Jl/55*
'U.S. News' computer composition shifts production back to the office. *8 Jl/63*
'U.S. News' rates to rise. *28 O/58*
Five magazines set joint 1975 promotion to draw corporate ads now on tv. *25 N/3*

U.S. PIONEER ELECTRONICS CORP.
Pioneer hikes spending on fm rock music show. J. Forkan. *30 D/26*

U.S. PLYWOOD
U.S. Plywood picks net tv for paneling identity effort. *19 Ag/16*

U.S. POSTAL SERVICE
Postal rate increases may end large segment of magazine industry. FTR. *14 Ja/8*
Look who's selling what these days. S. Bernstein. (SRB complains about USPS's lack of regard for advertising by proposing rate increases while plugging advertising in its 'junk mail' campaign.) *11 F/16*
P.O.: More than a business. Editorial. (U.S. Post Office operations can hardly be measured as a business.) *18 Mr/16*
Rate compromise near on second class mail. *22 Ap/12*
Army again will review agency setup. J. Revett. (USPS - NH&S contract expires soon also.) *13 My/1*
How to ease the publishers' postal problem. C. Windsor. *13 My/46*
Postal Service limits use of coupons & reply cards in second class publications. FTR. *3 Je/8*
USPS plans $5,000,000 ad drive for philatelists. *17 Je/2*
Congress okays bill phasing second class postal hikes. *24 Je/6*
ABP supports USPS action revoking mail privileges for American Oil's pr magazine. FTR. *17 Je/8*
Publishers face stronger reaction for failure to call fraudulent ads. S. Cohen. *1 Jl/4*
U.S. Postal Service account open for agency competition. FTR. *1 Jl/8*
USPS issues its scaled down rate hikes for 2nd class. *8 Jl/8*
USPS negotiating increase in rates until July 1. LMN. *23 S/111*
NH&S in competition for USPS account. LMN. *23 S/111*
Bids for federal billings pay off: Y&R gets USPS. *30 S/91*
Stem postal rate hikes with U.S. funding: RD. *7 O/3*
New bulk mail system improves delivery. FTR. *7 O/8*
May need postal subsidy increase, Klassen says. LMN. *21 O/1*
The Postal Service—where it's been and where it is for U.S. magazines. S. Kelly. *18 N/169*
Marketer urges ads on stamps. *9 D/64*
U.S. Postal Service gets appropriations to prevent postal rate hikes. LMN. *9 D/73*
USPS urged to curtail its 'product' promotions. *23 D/11*

U.S. STEEL CORP.
U.S. Steel joining U.S. Brewers Assn. on anti-litter campaigns. Adbeat. *12 Ag/50*

U.S. SUBURBAN PRESS
'Your Time' set for fall debut in 400 newspapers. *25 F/164*
'Venture,' two supplements to bow in fall. *3 Je/6*

U.S. SUPREME COURT
Ohio ACLU seeks lift of suburb political ad ban. *14 Ja/28*
Court's denial adds to FTC arsenal. *4 Mr/4*
Cable tv ruling says ads hike prices. *11 Mr/1*
ACLU seeks action on CTA car card refusal complaint. *20 My/107*

U.S. SUZUKI MOTOR CORP.
Suzuki plans heavy drive for new engine. LMN. *6 My/1*

U.S. TELEVISION COMMERCIALS FESTIVAL
TV commercial group set for 4th competition. *16 S/34*
TV ad group extends awards entry deadline. *23 S/88*

U.S. TOBACCO CO.
U.S. Tobacco tests chewing tobacco product. LMN. *29 Jl/53*

UNITED STATES TRADEMARK ASSN.
Trademark group against new treaty. *14 O/41*

U.S. TRAVEL DATA CENTER
Big Bicentennial drive for Penna., but Mass. plans only regional ads. J. Revett. *21 O/95*
Puerto Rico top spender for tourism. *21 O/95*

U.S. TRAVEL SERVICE
Senate okays U.S. travel bill. *26 Ag/209*
Bids for federal billings pay off: Y&R gets USPS. *30 S/91*

U.S. VIRGIN ISLANDS
Grey resigns islands. *10 Je/29*
U.S. Virgin Islands Tourist Bureau account moves to Greengage Assoc. FTR. *22 Jl/8*

UNITED VINTNERS INC.
Italian Swiss line moves to McCann. *14 Ja/4*
Vintners readies Cal. push for T.J. *9 S/32*
FTC plaint hits wine ad spending. *30 S/3*
Major west coast wineries pour quality lines into market. C. Wingis. *21 O/3*

UNIVERSAL BATTERY MARKETING
Mallory sues Universal for 'contact' ads. *25 N/44*

UNIVERSAL OIL PRODUCTS
Universal corporate campaign aimed at financial community. Adbeat. *25 Mr/103*

UNIVERSAL PRODUCT CODE
UPC symbol—what it does, how it looks, what you do. M. Field. *29 Ap/31*
Free UPC booklet. *29 Ap/59*
Researchers differ on UPC information value. *5 Ag/16*
Moss asks study of inflationary elements of UPC. LMN. *30 S/91*

UNIVERSAL PUBLISHING CO.
Culligan plans network of life style books. *24 Je/73*
Matthew Culligan abandons plans to buy 'On the Sound.' LMN. *19 Ag/51*

UNIVERSITY COMMUNICATIONS INC.
Cox B'casting buys University Communications. FTR. *24 Je/8*
'Directions '80' out. *11 N/18*

UNIVERSITY OF HOUSTON MANAGEMENT DEVELOPMENT CENTER
Oil 'de-marketing' gets mixed reviews at Houston meeting. D. Kaiser. *8 Ap/2*

UNIWORLD GROUP
New black soap opera begins airing April 29. *29 Ap/77*

UNWIN, STEPHEN J. F. (author)
Advertising of services, not products, will be the wave of the future. *27 My/39*
Where advertising will fit in the future society. *8 Jl/29*

UPJOHN CO.
Natural trend boosts vitamin sales; makers walk narrow line on claims. L. Baltera. *22 Ap/3.* Correction: *29 Ap/16.*
Carnation in-home tests birth control pet food products. *2 D/72*

UPSON, STUART B.
Advertisers and agency men examine magazines—today and tomorrow. (Comments by Mr. Upson.) *18 N/199*

URE, JAMES W. IV (author)
'SPEC' is a bad word, but we made it work. *12 Ag/29*

UTILITIES
Oilmen rip bid to FTC for proof on energy ads. J. Revett. *14 Ja/1*
Crisis nudges Cold Power back to cold water. (Also covers stories in other energy-related areas.) *14 Ja/4*
Ohio widens utility ad ban to electrics. *14 Ja/66*
Ohio Edison stops all ads after state ruling. *21 Ja/4*
Utah Power halts promotional ads. *4 F/46*
American Electric Power co. expands ad campaign. FTR. *29 Ap/8*
UAW asks review of Detroit Edison rate increase. LMN. *29 Ap/75*
Group says energy 'image' ads not deductible. *13 My/3*
Figures show more spent on image than product/service. *13 My/78*
EPA official raps American Electric 'scrubbers' ads. *3 Je/37*
AEP defends scrubber ads hit by EPA. *1 Jl/58*
Michigan Bell cutting back, but not on ads. R. Gray. *1 Jl/58*
Hart calls for IRS probe of oil company ad deductions. *22 Jl/2*
Michigan pressures utility to keep conservation ads. R. Gray. *28 O/67*

VACUUM CLEANERS
Hoover begins trade push for Celebrity line of canister vacuums. Adbeat. *6 My/78*

VAIL ASSOCIATES
Vail Associates has moved its account to Eisaman, Johns & Laws. LMN. *11 Mr/57*

VALE, NORMAN
Norman Vale rejoins Grey Advertising. LMN. *16 S/89*

VALENTI, JACK
Valenti calls for end to film strictures on pay tv. *14 O/83*

'VALLEY ADVOCATE', THE
'Advocate' tabloid set. *25 N/14*
VALLEY BROADCASTERS INC.
Valley buys two. *18 F/71*
VALLEY ROUGE WINES LTD.
And now, a gallon of wine—in a cardboard box. R. Bechtos. *2 D/2*
VAN BRUNT & CO.
Borden Int'l consolidates at Van Brunt. *24 Je/70*
Van Brunt merges Chicago, N.Y. units. *5 Ag/44*
VAN LEEUWEN ADVERTISING, INC.
Peugeot names VanLeeuwen Advertising. FTR. *8 Jl/8*
VANCE PUBLISHING CO.
Vance Publishing buys 'Paper Trade Journal.' LMN. *4 F/49*
'Mobile & Recreational Housing Merchandiser' is renamed 'Mobile Home Merchandiser.' *4 Mr/56*
'Paper Trade Journal' now in Vance stable. *25 Mr/111*. Correction: *8 Ap/36*.
VAN DEMARK, VANCE, & GRAPHIC ASSOCIATES
Demark shop set. *11 F/48*
VAN DE KAMP, THEODORE J. (author)
How we can cope with future shock: The marketing brokerage company. *3 Je/40*
VAN HEUSEN SHIRT CO.
Van Heusen man: Advertised apparel name a strong tool. *4 F/10*
VAN WAGENEN & SCHICKHAUS CO.
Heat 'N Eat ads break. *22 Ap/40*
VEGA INDUSTRIES
Heatilator Fireplace Division advertising fireplaces as tie-in with energy crisis. Adbeat. *27 My/60*
VEGETABLE PROTEIN PRODUCTS
Filbert going for top market spot in meat extender fray. V. Adams. *14 Ja/1*
Heavy ad push set for Miles' Morningstar. *18 F/8*
Quaker oats touted as meat stretcher. *18 F/69*
Progresso has extender; Nabisco readies VMR. *25 Mr/112*
General Mills tests simulated meats. *8 Ap/1*
Soy cuts bow from Cudahy, Swift & Co. *8 Ap/4*. See also *25 Mr/115*, LMN.
Armour-Dial testing Burger Savor. LMN. *6 My/81*
A. E. Staley testing new soy protein extender. LMN. *24 Je/69*
Lipton tests soy meat extender. LMN. *29 Jl/53*
Soy extenders remain 'food of the future' as category sales dwindle. L. Edwards. *29 Jl/3*
FTC regional unit sets protein products probe. *26 Ag/215*
Nabisco puts Tuna Twist in test market. *30 S/1*
New GF unit tests imitation bacon. *28 O/3*
Quaker Oats tests Premium Beef Extender. LMN. *25 N/53*
VEGETABLES
See FRUITS & VEGETABLES
VERIFIED AUDIT CIRCULATION
VAC lops 'Coinamatic'; alleges fradulent audit. *29 Ap/22*
VERMONT
Outdoor advertisers in Vermont compensated for removal of billboards by state. LMN. *22 Jl/75*
VERNET/HAYDEN INC.
MONY picks Marschalk as Vernet folds. *7 Ja/8*
VIACOM INTERNATIONAL
Cable no threat to net tv fare: Baruch. *14 O/83*
VIRANDS, WILLIAM J. JR.
Viands heads unit to seek standards for radio rate card. *23 S/92*
VICK CHEMICAL CO.
FDA's preliminary list bolsters Vick, Sterling cough & cold products. J. Revett. *11 F/1*
Vick in test markets with Dismiss douche. LMN. *4 Mr/1*
Light flu season disappoints advertisers of cold remedies. N. Giges. *11 Mr/3*
Code board to field comparative ads. M. Christopher. *15 Ap/12*
Halls set to launch first cough syrup. *24 Je/10*
New disposable douches enter market in wake of Summer's Eve success. L. Haugh. *30 S/1*
VICTOR COMPTOMETER CORP.
Victor moving into personal calculator field, with 'moxie.' *11 F/28*
VIDEO CASSETTES & TAPE
Teletronics' survey sees more videotape produced commercials in future. Adbeat. *13 My/89*
Philips & MCA reach long-term agreement for sale of optical video disc player. FTR. *30 S/8*
MCA/Philips video system for in-home tv due next fall. J. Forkan. *7 O/1*
RCA hopes to beat Philips/MCA in race to market video disc system. J. Forkan. *14 O/4*
Tape has its pros and cons, but the big kicker is cost. A. Bellaire. *7 O/68*
VIDEO TECHNIQUES INC.
Foreman-Ali fight ad tie-ins to include rotating ring posts. *24 Je/73*
Zaire loses $2,000,000 on fight; Mutual scores. *4 N/92*
VIGUERIE, RICHARD A. CO.
Gov. Wallace direct mail effort builds war chest. *24 Je/18*
VILLAGE BATH PRODUCTS
Village Bath Products introduces Beauty Bath Shaker & Village Greenery Soap Collection. Adbeat. *15 Jl/87*
'VILLAGE VOICE'
N.Y. Magazine Co. buys 'Village Voice.' *10 Je/8*
'Voice' taking initial steps to move beyond New York. *16 S/76*
'Voice' minority holders file suit. *23 S/115*
VINEGAR
Heinz tests vinegar ad campaign. LMN. *14 O/109*
VINSON, G. E.
Vinson buys into Buchanan shop. *10 Je/64*
VIRGINIA
Virginia launches tourist as campaign. Adbeat. *11 Mr/53*
Nader group gearing up after Va. drug ad victory. *1 Ap/1*
VISION INC.
Vision bought by financier; ends year-long power fight. *1 Jl/58*. See also *24 Je/69*, LMN
VISUAL SERVICES
Cerre heads Sportmart. *1 Jl/20*
VITAMINS & TONICS
Del Labs expands Rev-Up; testing new ad approaches. (Peter Revson is spokesman.) *14 Ja/32*
Hudson Pharmaceutical breaks ads for Vioday Plus Iron tablets. Adbeat. *25 F/154*
FTC to order 'toughest yet' corrective ads. *25 F/163*
FTC corrective ad order stirs vitamin industry. J. Revett. *4 Mr/2*
Miles, vitamin group protest corrective ad. LMN. *25 Mr/1*
Natural trend boosts vitamin sales; makers walk narrow line on claims. L. Baltera. *22 Ap/3*. Correction: *29 Ap/16*.
Vitamin industry plaints slow, FTC ad order action. *20 My/112*
NAB code changes major breakthrough in kiddie tv hassle. J. Revett. *1 Jl/1*
Squibb Theragram vitamins breaks co-op tv campaign. Adbeat. *22 Jl/71*
FTC affirms corrective ads in vitamin suit. *9 S/86*
Miles Labs tests Best Years vitamins. LMN. *4 N/89*
Stresstab vitamins test. *18 N/24*
VITRIOL, MORTON M.
Morton Vitriol elected a vp of the American Marketing Assn. LMN. *1 Jl/55*
VITT MEDIA INTERNATIONAL
Spokane Expo '74 names Vitt Media for broadcast advertising. Adbeat. *11 F/70*
ABC Radio seeks tv money with 'appleorange.' *1 Ap/4*
ITT readies launch of kid tv series venture. *15 Ap/22*
VITT, SAM
Agencies on fee system by 1980: Vitt. *21 Ja/3*
'VIVA'
Marion Gorman resigns as ad director. LMN. *11 F/65*
'Viva' changes format. Adbeat. *15 Jl/87*
VLADIMIR, ANDREW
Vladimir joins Zemp in new Miami branch. *18 N/8*
VLADIMIR & EVANS INC.
Miami Lando shop sold to Vladimir. *5 Ag/8*
VNESHTORGREKLAMA
'BW' to run Russian insert. *11 Mr/6*
USSR hankers for U.S. trade, but goes slowly on ad use. R. Bechtos. *20 My/50*
Soviets plan ads to boost Western trade. *1 Jl/55*
VOLKSWAGEN OF AMERICA INC.
VW is blitzin' 'em in Dasher $3,000,000 ad campaign. J. O'Connor. *28 Ja/1*
Dasher bows in Canada. *25 F/149*

Bennett charges VW with trademark infringement. FTR. *15 Ap/8*
Battle certain as foreign cars open in U.S.: Knudsen. *3 Je/64*
Volkswagen promotes Love Bug. LMN. *24 Je/69*
VW says Golf won't squash Bug, will be companion. J. O'Connor. *8 Jl/1*
Volkswagen's experimental safety vehicle, ESVW II not offered for sale. Adbeat. *15 Jl/87*
Top 100 national advertisers 1973 marketing report. *26 Ag/190*
VW to stress technology in Rabbit model. *14 O/8*
Ford, VW agree to use EPA's mpg data in ads. *2 D/71*
Volkswagen of Canada set to spring Rabbit push. Adbeat. *9 D/68*
Volkswagen supports new Scirocco sport coupe with tv. LMN. *16 D/77*

WGN CONTINENTAL BROADCASTING CO.
WGN negotiating with WFL for team coverage. LMN. *1 Ap/55*
Carling Brewing first to sign with WGN for WFL broadcasts. LMN. *6 My/81*

WALD, JUDY, AGENCY
Hanna joins Wald. *1 Jl/4*

WALKER, HIRAM INC.
Hiram Walker Inc. breaks 'My Favorite Tavern' award. Adbeat. *18 Mr/73*
Walker handles Lauder. *10 Je/56*
Top 100 national advertisers 1973 marketing report. *26 Ag/191*
Jas. Barclay in no hurry to replace agency. *30 S/8*
James Barclay & Co. assigns scotch account to Eisamen, Johns & Laws. LMN. *14 O/109*
Hiram Walker & "21" Brands join in marketing & sales program. FTR. *21 O/8*

WALKER RESEARCH INC.
One company offers ads to help research image. J. Honomichl. *25 F/142*

WALL, KELVIN (author)
New market: Among blacks, the haves are now overtaking the have-nots. (A look at the changing black market and the rise of of the black middle class.) *11 F/35*
Panel on blacks agrees data lack hurts media. *1 Ap/10*
Session told: Redirect ads to black buyer. *29 Jl/56*

'WALL STREET JOURNAL'
'WSJ,' 'Observer' trim page sizes. *4 F/10*
H. Ross Perot flounders in advertising matters, too. *11 Mr/34*
Wall Street Journal raises rates. LMN. *11 Mr/57*
Orr resigns 'WSJ' ad post. *13 My/98*

WALLACE, GEORGE
Gov. Wallace direct mail effort builds war chest. *24 Je/18*

WALPERT CO.
Walpert sets unit. *13 My/83*
Riviana picks Walpert. *26 Ag/6*

WALTERS, BARBARA
NBC seeking 'Today' host following death of McGee. *22 Ap/4*
AWRT to keep pressure for equality. M. Christopher. *20 My/6*
'Today's' Jim Hartz will take a load off Barbara. *29 Jl/3*

WARD BAKING CO.
Ward Baking breaks ads for 4 breads. LMN. *30 S/91*

WARD CANDY CO.
Ad drives set to hail Aaron homer record. *8 Ap/1*

WARD, MONTGOMERY, CO.
Ward ad bills catalog as '74 'energy saver.' *14 Ja/28*. See also *7 Ja/8*, FTR
Montgomery Ward is testing newspaper ads for its auto club. Adbeat. *1 Ap/51*
Marketing ties seen in Mobil bid for Marcor. *24 Je/3*
Sears, Roebuck and Montgomery Ward carry higher fall catalog prices. Adbeat. *22 Jl/71*
Montgomery Ward breaking with new "fresh" ad format. Adbeat. *12 Ag/50*
Sears' national drives may hike local spending. *9 S/2*
Mobil, Gillette expand via recent acquisitions. *7 O/18*
Montgomery Ward forsees '75 as critical for retailers. FTR. *9 D/8*

WARNACO INC.
Warner's foundation division assigns account to Wells, Rich, Greene-Gardner Advertising. FTR. *17 Je/8*

WARNER, BICKING & FENWICK INC.
'Madison Avenue' on block again. *1 Ap/8*
'Madison Ave' will be revived by Lexington House. *1 Jl/8*

WARNER COMMUNICATIONS INC.
Warner sales up. *25 Mr/8*
Warner promotes 'Lucy Mame.' Adbeat. *8 Ap/61*
Bell & Howell teams with Warner Bros. in promotion. Adbeat. *15 Ap/62*
Cast t-shirts upon the water for you may get tv coverage. *29 Jl/8*
Theme parks mix licensing tie-ins amid the attractions. *5 Ag/38*
Warner Paperback Library acquires rights to Nixon's memoirs. FTR. *30 S/8*
Warner sets smashing drive for 'Freebie & the Bean' bow. C. Wingis. *2 D/65*

WARNER, JOHN W.
Bicentennial administrator okays promotion of tie-ins. *3 Je/6*
Warner outlines U.S. views for Bicentennial promotions. N. Green. (At CCI's Call-to-Action Conference.) *17 Je/3*
Bicentennial boss outlines business role in celebration. *13 My/94*

WARNER LAMBERT CO.
Warner-Lambert licenses Scooby Doo cartoon character to promote Listerine. Adbeat. *7 Ja/51*
W-L buys Quaker City Chocolate & Confectionary Co. FTR. *14 Ja/8*
Scope, Listerine square off with strong new spots. N. Giges. *22 Ap/1*
Warner-Lambert's DuBarry Cosmetics becomes part of Texas Pharmacal Co. FTR. *6 My/8*
Listerol makes inroads, but Lysol still big gun. N. Giges. *17 Je/3*
Block Drug withdraws suit against Warner-Lambert. LMN. *1 Jl/55*
Block sues W-L for 'disparaging' denture cleaner ad. *1 Jl/59*
Warner buys Tetra. *19 Ag/39*
Top 100 national advertisers 1973 marketing report. *26 Ag/191*
W-L revamps Listerine ads in battle to slow Scope gains. N. Giges. (Also new Lysterol campaign launched.) *2 S/1*
W-L forming new unit for h&ba sales. *23 S/3*
W-L will hike ad budget to keep sales rising. *25 N/53*
FTC judge: Listerine must run corrective ads for 2 years. S. Cohen. *9 D/1*

WARNER PAPERBACK LIBRARY
"The Camerons" paperback rights sold to Warner Paperback. Adbeat. *4 F/53*
"The Tower" novel will get adv. & promo support. Adbeat. *5 Ag/39*

WARRANTY ADVERTISING
Mazda begins warranty advertising. FTR. *1 Ap/8*
Ontario to introduce warranty legislation this year. Adbeat. *1 Ap/51*

WARRANTY/FTC IMPROVEMENT BILL
Warranty/FTC Improvement Bill vetoed by House commerce committee. LMN. *27 My/8*
Selective FTC fact-seeking method could color food ad rule outcome. S. Cohen. *3 Je/4*
Promoting self regulation. Editorial. (Warranty/FTC Improvement Bill indicates Congress is eager to encourage self-regulation.) *30 D/6*

WARREL-NATIONAL LABS
First consumer ads test for Cepacol mouthwash. LMN. *18 F/1*

WARWICK, WELSH & MILLER, INC.
Seagram's picks Warwick, Welsh & Miller. LMN. *25 F/163*
Warwick, Welsh & Miller forms Warwick International Advertising. LMN. *29 Ap/75*
Rutgers-Deutsch cites Seagram ad for public service. *13 My/30*
Heinz assigns new canned food to Warwick, Welsh & Miller. LMN. *19 Ag/51*
Di-Gel names Warwick shop. *18 N/6*

WASEM'S INC.
FTC to order 'toughest yet' corrective ads. *25 F/163*
FTC corrective ad order stirs vitamin industry. J. Revett. *4 Mr/2*
FTC 'cure' is worse. Editorial. (AA disagrees with the FTC corrective ad ruling imposed upon Wasem's Inc., Seattle vitamin manufacturer.) *11 Mr/14*
Miles, vitamin group protest corrective ad. LMN. *25 Mr/1*
Vitamin industry plaints slow, FTC ad order action. *20 My/112*

WASHINGTON, D.C.
FTC seeks data on food markups from Washington chains. *6 My/2*

D.C. real estate ad tacks hit. *8 Jl/61*
Washington media rate increases top national. *2 D/52*
WASHINGTON DAIRY PRODUCTS COMMISSION
Wash. Dairy Products Commission adopts '74 budget. Adbeat. *1 Ap/51*
WASHINGTON POST CO.
Washington Post had record year in '73. *18 F/68*
Strike ended at Washington Post. FTR. *29 Ap/8*
Higher ad costs cited by U.S. in media cross-ownership case. J. Revett. *20 My/3*
McCartin succeeds Joseph P. Lynch at Washington Post. LMN. *3 Je/61*
Wash. Post. Co. may purchase N.J. newspapers. FTR. *24 Je/8*
Knight, Ridder mulling discounts? Will top list of publicly held chains. J. Forkan. (A look at ten other major group publishers and their revenues.) *22 Jl/3*
Washington Post's profitability increased by Watergate scandal. Adbeat. *12 Ag/50*
Israel of Wash. Post calls broadcast meeting to curb political spots. *2 D/4*
Washington Post Co. says profits, sales up. *2 D/73*
WASHINGTON STAR COMMUNICATIONS
'Star-News' shareholders weigh bids. *15 Ap/2*
'Star-News' launches morning edition in May. *29 Ap/76*
'Washington Star-News' gets financial boost by Joe Allbritton. FTR. *22 Jl/8*
Washington Star-News clear for sale to Texas financier. FTR. *23 S/8*
Holders okay Allbritton buy of 'Star-News.' *30 S/94*
'Star-News' reorganizes, taps Kaufman. *16 D/8*
'Star-News' computer eases ad typesetting. *16 D/48*
WASHINGTON STATE APPLE COMMISSION
Kraft & Washington State Apple Commission team up in ad effort. Adbeat. *19 Ag/47*
WASHINGTON STATE FRUIT COMMISSION
Cherry ad budget set. *8 Jl/10*
WASILEWSKI, VINCENT T.
Wiley tells crackdown plan; Wasilewski hits 'intrusions.' M. Christopher. (Report on the NAB convention.) *25 Mr/3*
WATERGATE
Ad people mirror vox populi on Nixon and Watergate. *8 Ap/10*
Publishers rush tape books, hope sales go like (deletion). *13 My/98*
Clients, shops await word on preempts for House debate. M. Christopher. *5 Ag/1*
Washington Post's profitability increased by Watergate scandal. Adbeat. *12 Ag/50*
Agencies for N.Y. governor's race tread narrow post-Watergate path. B. Donath. *26 Ag/214*
Networks face problem airing Nixon tapes. *9 D/8*
WATERMAN OF FRANCE
Waterman pen returns to U.S. after 11 years. *3 Je/3*
WATSON/DANEHE/WEEKS INC.
Renamed Watson/Slater/Weeks. *15 Jl/88*
WEBB & CO.
Renamed Webb & Athey Inc., Richmond, Va. *13 My/60*
WEBB CO.
'Irrigation Age' sold. *22 Jl/68*
DEL WEBB CORP.
Del Webb Corp. moved its hotel business in-house. FTR. *3 Je/8*
WEEKEND CO.
'Weekend Kickoff' launched. Adbeat. *21 O/95*
'Weekend Kickoff' suspends publication. LMN. *18 N/217*
'Kickoff' may try return next season. *2 D/14*
'Venture,' two supplements to bow in fall. B. Donath. *3 Je/6*
WEIDER INTERNATIONAL
Body Shaper company sued for 'misleading' weight ad. *20 My/82*. See also *19 Ag/51* and *26 Ag/215*.
WEIGHT WATCHERS INT'L., INC.
Newspaper promotion for Weight Watchers frozen dinners & lunches, begun by Foodways, NY. Adbeat. *2 S/44*
WEINBLATT, MIKE
NBC reports fall sales up; new specials get preview. *27 My/8*
WEINBRENNEREI ASBACH & CO.
Asbach builds brandy strength with quality theme. R. Bechtos. *30 D/3*
WEISENBARGER-KERNS & ASSOCIATES
Renamed Kerns & Assoc., Orlando, Fla. *4 N/57*
WEISS, E. B. (author)
New developments in Third World hint at new markets. *7 Ja/44*
Third World market boom? Editorial. (Comments on the E. B. Weiss series on the Third World.) *28 Ja/14*
Here are 29 checkpoints for market planners in an era of shortages. (First of 2 parts.) *15 Ap/37*
Checkpoints for helping market planners to ease shortage era. (Last of 2 parts.) *22 Ap/56*
Autos, trucks and other products change direction in shortage era. (First of 2 parts.) *17 Je/101*
Shortage era affects marketing planning, control. (Last of 2 parts.) *22 Jl/46*
Private label? No, its now 'presold' — wave of future. *30 S/27*
What lies ahead in retailing for the abandoned gas station. *21 O/62*
We'll see fewer new products in 1975 — culprit is shortage of capital, resources. (First of 2 parts.) *2 D/35*
The new era of shortages complicates marketing. (Last of 2 parts.) *16 D/56*
The hypermarche marches into U.S. mass retailing. *30 D/20*
WELCH FOODS, INC.
Welch foods & Coke introducing grape carbonated soda as joint venture. LMN. *13 My/93*
Welch, Pillsbury ready first frozen donut items. L. Edwards. *11 N/1*
WELDE, ERNEST INSURANCE
Direct Marketing Insurance Company gives support to cease and desist order directed to Ernest Welde Insurance. Adbeat. *20 My/103*
WELDON FOODS, INC.
Weldon Foods sets ads for Alba 77, sugar free iced chocolate beverage. Adbeat. *13 My/89*
WELLS CARGO INC.
Wells Cargo breaks new ad campaign. Adbeat. *11 F/70*
WELLS, RICH, GREENE, INC.
WRG posts billings & income gain. FTR. *28 Ja/8*
NY State lottery to WRG. FTR. *18 Mr/8*
Wells, Rich tells stockholders 1974 profit picture good. *18 Mr/18*
WRG named as agency for Phillip Morris International cigaret. LMN. *18 Mr/71*
WRG, DDB talks end; speculation lingers. LMN. *10 Je/1*
DDB, WRG talks highlight differing problems. B. Donath. *17 Je/1*
WRG gains Warner's foundation account. FTR. *17 Je/8*
WRG reports record quarter. LMN. *17 Je/123*
William & Mary's urge to merge. Editorial. (AA suggests that public agencies make sure that they know exactly what they're doing & why they're doing it, before starting merger talks.) *24 Je/16*
Ralston Purina, WRG team up to test a new 16mm stock. A. Bellaire. *12 Ag/34*
Wells, Rich quarter income, billings up. *2 S/45*
WRG's private bid seen good for shop, not stockholders. B. Donath. *9 S/1*
The money for agencies is not on Wall Street. Editorial. (Agencies are better off avoiding the glamour of public ownership and Wall Street prestige.) *16 S/10*
TWA may shift media buying from WRG. LMN. *23 S/1*
WRG regional execs to aid two accounts. (Midas Muffler and Bonanza Int'l.) *23 S/107*
TWA denies shift in buying. *30 S/94*
TWA cool to patriotic tack in ads. *7 O/2*
Lament of WRG's boss Mary; Higher prices mean dull ads. *7 O/56*
Freakies cereal characters inspired by WRG employees. Adbeat. *7 O/94*
WRG files private bid with SEC. LMN. *7 O/99*
Private bid: 'Can Mary pull it off?'. *14 O/1*
Bonanza shift shocks WRG; all execs mum. *21 O/2*
WRG's bid to 'go private' weakens all agency stocks. Editorial. (WRG's offer to go public raises serious questions about agencies' inability to earn direct returns to capital invested in business.) *28 O/12*
Wolfe named to new WRG post. LMN. *28 O/71*
Current heavy trading on WRG stock indicated buyback to be success. B. Donath. *11 N/3*
SEC member raps trend to going private. *18 N/1*

Wells, Rich stockholder files suit to halt agency's 'going private' bid. *25 N/2*
Judge's order doesn't slow WRG 'offer.' B. Donath. *2 D/2*
Court lifts hold on WRG offer. *9 D/73*
Judge delays decision on WRG appeal. *16 D/8*
WRG extends "private" offer. FTR. *23 D/8*
WRG assured of success in buy-back bid. B. Donath. *30 D/12*
WELLS, WILLIAM D.
Psychologist joins NH&S. *23 S/48*
WELTZIEN, ROBERT
Robert Weltzien resigns at Carter Products. LMN. *12 Ag/57*
WESLEY, WALT, CO.
Wesley, little black box back testing ad stimuli. H. Bernstein. *18 F/26*
WESTAB SUPPLIER
See MEAD CORP.
WEST BEND CO.
West Bend begins advertising for coffeemakers & interior pan finish. Adbeat. *3 Je/57*
WESTERN AIR LINES, INC.
Airlines resolve dispute over Pipeline Express theme use. *13 My/28*. See also FTR p. 8.
Airlines to repeat youth offer. *3 Je/24*
WESTERN ELECTRIC CO.
AT&T facing twin threats in anti-trust suits. *25 N/1*
WESTERN INTERNATIONAL MEDIA CORP.
WIMC vows payment of Barnes-Chase media debts. *20 My/2*
WESTERN PUBLISHING CO.
Hallmark Cards licenses Little Lulu & Tubby characters from Western Publishing. Adbeat. *4 F/53*
Western bows out of 'Homelife' buy talks. LMN. *1 Ap/55*
WESTERN STATES ADVERTISING AGENCIES ASSN.
WSAAA hails MacDonald as man of year. *28 Ja/12*
Western group told: Restore creative steam. *27 My/64*
WESTERN UNION TELEGRAPH CO.
WU, pushing new look, to hike ads. *15 Ap/46*
Peppard spots urge wires to leaders; some stations balk. *29 Ap/79*
Gordon shop launched with GiftAmerica. *20 My/8*
GiftAmerica's woes laid to lack of marketing know-how. B. Donath. *2 S/3*
WESTFORM INDUSTRIES
Westform forms unit. *11 F/61*
WESTGATE-CALIFORNIA FOODS, INC.
Westgate sets '75 spending. *11 N/78*
WESTINGHOUSE BROADCASTING CO.
Edward Ryan rules Westinghouse B'casting unable to collect from advertisers on bills due from defunct U.S. Media International. LMN. *17 Je/123*
Slow-pay case may set basic legal relations of client, agency, media. M. Christopher. *14 O/3*
WESTINGHOUSE ELECTRIC CORP.
Westinghouse break new air conditioner theme. Adbeat. *22 Ap/77*
Big companies moving into direct response, DMMA finds. *8 Jl/16*
Value ads coming, but spending cuts not on the horizon. AA Roundup. *12 Ag/2*
Top 100 national advertisers 1973 marketing report. *26 Ag/193*
WESTON ASSOCIATES
Weston handles 1976 primary campaign in N.H. for Morris Udall. Adbeat. *16 D/72*
WESTON TRADING CO.
Horchow sets mail test, opens new company. *3 Je/28*
WESTPORT TELEVISION INC.
New cable tv network bows July 15. *24 Je/73*
WEXLER, JACQUELINE
Mrs. Wexler brings educator view to Interpublic's board. C. Geraghty. *4 N/36*
WHIP INFLATION NOW (WIN) CAMPAIGN
See FORD ADMINISTRATION
WHIRLPOOL CORP.
Whirlpool agrees to FTC order of air conditioning claims. FTR. *22 Ap/8*
WHITE CONSOLIDATED INDUSTRIES
White buys Philco line. Agreement terminated. *25 Mr/17*
See also *28 Ja/8*
WHITE MOTOR CORP.
Battle certain as foreign cars open in U.S.: Knudson. *3 Je/64*
White expands media effort for '75 lawn & garden line. N. Green. *4 N/48*
WHITE & SHUFORD ADVERTISING
Albuquerque branch renamed Bettis & Parks Advertising. *18 F/70*
WHITEHALL LABORATORIES
Whitehall Labs tests Hot Bedtime Medicine. LMN. *11 F/1*
Whitehall assigns Hot Bedtime Medicine to Grey. LMN. *25 Mr/115*
Preparation H makes Canadian tv debut. Adbeat. *1 Ap/51*
Nupercainal goes after Prep H in new tv push. B. Donath. *15 Ap/1*. Correction: *22 Ap/12*.
Whitehall Labs discontinuing Anacin powders. Adbeat. *27 My/60*
Whitehall Labs unsuccessful at test of citrus-flavor Hot Bedtime Medicine. LMN. *30 S/91*
Whitehall Labs and Lehn & Fink modify ads challenged by NAD. FTR. *14 O/8*
Whitehall pulls two products. (Aspirin-Free Arthritis Pain Formula and Saloxium.) *25 N/54*
WHITEHALL PRODUCTS
Whitehall Products plans to market & distribute non-tobacco cigaret. FTR. *12 Ag/8*
WHITEHEAD, CLAY T.
White House unit to ask assistance for cable tv growth. J. Revett. *21 Ja/2*
N.Y. broadcast women ask President to dismantle OTP. *19 Ag/6*
WILCOX, R. D. (author)
Co-op hikes ad value for retailer, manufacturer. *30 S/27*
WILDER, ROBERT G.
Wilder asks business community to help restore confidence in American business. Adbeat. *13 My/89*
WILDLIFE PRESERVATION
7-Eleven begins promotion to establish home for eagles. *19 Ag/23*
WILEY, RICHARD E.
Wiley: FCC isn't near a ruling on anti-cigaret ads. *14 Ja/8*
Burch leaving FCC post for White House staff. LMN. (Richard Wiley next in line for post.) *18 F/67*
Richard Wiley appointed FCC chairman. LMN. *25 F/163*
Congress presses FTC, FCC for action on children's ads. *18 Mr/2*
Wiley tells crackdown plan; Wasilewski hits 'intrusions.' M. Christopher. (Report on the NAB convention.) *25 Mr/3*
Fairness rule will be improved soon. *29 Ap/76*
FCC to simplify cable rules. *29 Ap/76*
Impasse seen on children's ad code; FCC, FTC may act. *27 My/1*
See fast showdown on Engman's call for premium ad ban. S. Cohen. (Covers some of the major speeches at the AAF meeting.) *10 Je/1*
NAB may ask compromise on premium ads to kids. *17 Je/1*
FCC Chairman Wiley predicts decision on newspaper cross-ownership issue by year's end. FTR. *23 S/8*
C. of C. exec says FCC and courts 'bully' broadcasters. *2 D/69*
Ten who made advertising news in 1974. *16 D/cover*
WILKINSON SWORD INC.
Wilkinson to operate Scripto as separate unit. *8 Ap/10*
Wilkinson Sword moving Scripto accounts to D'Arcy-MacManus & Masius. FTR. *8 Jl/8*
Masius' global teamwork wins Wilkinson/So. Africa. L. Blanket. *9 S/40*
WILLIAMS, DICK (author)
Around the Mulberry Bush in the agency business. (A fictional piece on the whirlwind correspondence between 2 hard-bitten admen.) *3 Je/39*
WILLIAMS, J. B. CO.
J. B. Williams Co. tests Tender Face pre-shave. LMN. *1 Jl/55*
WILLIAMS, SHERWIN CO.
Williams new logo aimed at reflecting larger product line. M. Maples. *4 N/89*
WILLSTED & SHACTER
Reports of demise premature. FTR. *7 Ja/8*
WILSON, HAIGHT & WELCH, INC.
Wilson forms board. *25 F/158*
James Horning relocating at Wilson office in Houston. LMN. *5 Ag/43*
Wilson, Haight adds Buchen in N.Y. *23 S/116*
WILSON-STODELLE CO.
Renamed Wilson, Frank & Associates, San Diego. *15 Ap/49*
WILTON, COOMBS & COLNETT
McKim & Wilton combine in ad effort for CP Air. LMN. *26 Ag/209*

WINDSOR, CHUCK (author)
How to ease the publishers' postal problem. C. Windsor. *13 My/46*
WINDSOR GROUP
Windsor, two split. *8 Jl/54*
WINE
Italian Swiss line moves to McCann. *14 Ja/4*
John Paul Itta gets Riunite wines. *25 F/8*
Seagram wine company gets new name, duties. *25 F/150*
Poust picks Henderson. *25 Mr/21*
Wine more heavily advertised alcoholic beverage, says NAB report. Adbeat. *25 Mr/103*
'Business Week' study tells of wine growth. *8 Ap/34*
Mogen David Wine Corp. breaks tv spots. Adbeat. *8 Ap/61*
Metric proposal would put potables in uniform bottles. *22 Ap/28*
Champagne ruling hits wine makers. *13 My/26*
Pop wines are slipping in popularity: Maxwell. M. Synon. (Includes sales and market share of domestic wine market.) *13 My/58*. Correction: *8 Jl/27*.
Heublein tests Wine & Dine dinner line. LMN. *20 My/107*
Int'l Knights of Wine begins to market line of youth-oriented fruit wines. Adbeat. *27 My/60*
Monsieur Henri Wines introducing Weber May Wine. FTR. *10 Je/8*
Oregon Liquor Control Commission okays sale of wine in grocery stores. Adbeat. *24 Je/72*
New Thompson shop to handle Peel Street wines. *8 Jl/63*
Taylor Wine adding an American chablis to dinner wine line. Adbeat. *26 Ag/206*
Farm workers ask reply time to Gallo ads. *9 S/31*
Vintners readies Cal. push for T.J. *9 S/32*
Schlitz moving first consumer wines into test. FTR. *16 S/8*
FTC plaint hits wine ad spending. *30 S/3*
See growing pressure to ban wine, beer spots. M. Christopher. *30 S/6*
Geyser Peak sets wine ads. *30 S/8*
U.S. raising retail ad limits for liquor, wine marketers. *30 S/94*
Gallo breaks network tv drive for new wines. LMN. *7 O/1*
Review board sets guides on comparisons. *7 O/8*
Buckingham Wine breaks campaign. FTR. *7 O/8*
A 'toast' in tv's future? Editorial. (Broadcasters keep close watch on beer and wine commercials, while liquor companies may see fit to join beer and wine on radio and tv.) *7 O/16*
Mary Quant turns to wines with launch of line in U.K. L. Baltera. *7 O/99*
Guild launches varietal wines with print push. LMN. *14 O/1*
Major west coast wineries pour quality lines into market. C. Wingis. *21 O/3*
Big pre-Christmas ad efforts planned for imported wines. T. Rowan. *28 O/6*
Heublein Wines International expands markets for Faisca Portuguese wine. LMN. *28 O/71*
Quebec, Ontario terminate mutual wine embargoes. *4 N/82*
Schweppes sets U.K. test of Kilroy wine. *4 N/82*
California wine maker ads proclaim 'The fall of France.' *11 N/6*
And now, a gallon of wine—in a cardboard box. R. Bechtos. *2 D/2*
WINNEBAGO INDUSTRIES, INC.
Winnebago sets spring campaign. Adbeat. *25 Mr/103*
Winnebago Industries introduces line of low-price motor homes. Adbeat. *28 O/67*
WINTER GARDEN INC.
Libby reaches agreement on sale of frozen units. *8 Ap/53*
WITCO CHEMICAL
No-ad detergent will try price ploy. N. Giges. *14 O/1*
WITHERS, JANE
What's an ex-lady plumber to do? As much as she can, Jane'll tell you. H. Bernstein. *9 D/3*
WOLF, LAWRENCE (author)
How to make your new product advertising work harder. *21 O/57*
WOLF'S HEAD OIL REFINING CO.
Wolf's Head ads on the run again. *27 My/32*
WOLFE, CLYDE A.
Wolfe named to new WRG post. LMN. *28 O/71*
'WOMANNEWS'
'WomanNews' victim of tight economy; earlier feminist books thrive. N. Green. *28 O/53*
'WOMAN'S DAY'
'Woman's Day' promotes Dream Kitchen Contest. Adbeat. *27 My/60*
Woman's Day raising ad rates. FTR. *17 Je/8*
'Woman's Day' may be sold to ABC Cos. LMN. *16 S/89*
'Family Circle' response offer is no barn-burner. *30 S/95*
Private label buys hold at about 60%, 'WD' survey shows. *7 O/100*
WOMEN
Del Labs expands Rev-Up; testing new ad approaches. (Advertising aimed at women.) *14 Ja/32*
Working mom's daughter is researchers' newest find. *25 F/142*
Don't smoke if pregnant, U.K. poster drive warns. *25 F/148*
Women gain in research, AMA survey reports says. (Report on a 1973 study of the market research field.) *25 F/149*
Anheuser is reaching for women in '74; Mich VII bows. *4 Mr/1*
Today's woman explodes yesterday's ad dream world. T. Santi. (Colgate's pr exec tells how her company recognizes the new woman in its creative approach and media mix.) *18 Mr/49*
Cadbury targets women in Southern Ontario. Adbeat. *8 Ap/61*
Women drawn to newspaper, tv & mail advertising for furniture, studied by Brehl & Assoc. Adbeat. *3 Je/57*
Mark Hyman Assoc. adding appliance demonostration given to black college women. Adbeat. *3 Je/57*
Avis new print ads team women & new slogan. LMN. *3 Je/61*
Superscope sets audio ads. *10 Je/64*
Study indicates more than 50% of women take part in car-buying decision. Adbeat. *24 Je/72*
Women want nutrition info: 'Redbook.' *1 Jl/24*
The working woman's come a long way, but can advertisers find her? L. Baltera. *22 Jl/2*
Casualties of casualness? Editorial. (Readjustments in advertising directed toward working women, liberated women and unliberated women could lead to better product acceptance.) *5 Ag/14*
Minority & women's groups withdraw petition denying license renewal for Denver station. Adbeat. *12 Ag/50*
N.Y. broadcast women ask President to dismantle OTP. *19 Ag/6*
Teen age girls spend $1.15 billion on Christmas gifts. Adbeat. *26 Ag/206*
ANA finds mothers are split on effect of tv commercials. *9 S/2*
Fragrances to take 'sensible' ad approach. *23 S/109*
FTC's anti-trust moves puts women in key spots. *7 O/58*
Elliot vows ad industry's support for inflation battle. H. Bernstein. (Review of 4A's Western conference.) *7 O/102*
Women family heads increasing. S. Bernstein. *14 O/16*
Poll finds most women favor efforts to strengthen role. *14 O/80*
C-P readies track meets, Bancroft buy. *28 O/21*
'WomanNews' victim of tight economy; earlier feminist books thrive. N. Green. *28 O/53*
Women's magazines moving beyond kitchen. (Also, execs from NBC, ABC and CBS speak at AWRT meeting.) *4 N/30*
ABC eyes female audiences as strong market for sports fare. J. Forkan. *11 N/3*
Women at work, men at home AA Media Workshop feature. *18 N/3*
Careers for Women lands sales gals in magazine jobs. *18 N/128*
Female jockwatchers. Editorial. (With evidence of increasing women viewers to tv audiences, advertisers are now contemplating a change in the tv ad approahces.) *25 N/12*
First national televised women's basketball game not slated for prime time. Adbeat. *9 D/68*
WOMEN IN ADVERTISING
Barbara Proctor's definition of the ad function: Helping client, consumer touch base. (Winner of the Chicago Women's Ad Club Ad Woman of the Year award.) *25 Mr/106*
Interpublic elects woman educator as board member. *29 Ap/76*
Taub honored by POPAI. *13 My/27*
AWRT to keep pressure for equality. M. Christopher. *20 My/6*
AAF names six as ad women of year. *20 My/112*
Creativity is great—but only if it sells, Hampel tells AAF. J. Graham. *10 Je/3*
Admen attack cosmetics industry; urge more top positions for women. L. Baltera. *10 Je/3*
Men portrayed badly in ads, woman ad exec tells adclub. *17 Je/88*
Mrs. Wexler brings educator view to Interpublic's board. C. Geraghty. *4 N/36*

TV commercials dominated by men, SAG study shows. *11 N/22*
NARB study on women in advertising not ready for publication. LMN. *18 N/217*
What's an ex-lady plumber to do? As much as she can, Jane'll tell you. H. Bernstein. *9 D/3*
Women employees at commercial tv stations rose in 1974. Adbeat. *9 D/68*
WOMEN'S LIBERATION
New National ads spark attacks against 'sexist' airline campaigns. B. Donath. *24 Je/2*
Air Jamaica's 'tropical birds' draws protest. *8 Jl/59*
NOW's Womanpower campaign ads found in Radcliffe library. Adbeat. *29 Jl/46*
NOW visits workshop to attack 'sexist' ads. *5 Ag/39*
Honda adds campaign to woo women car buyers. H. Bernstein. *26 Ag/3*
Heublein brand, airline ads top NOW booby prize list. *2 S/41*
New National 'Fly me' spots partly cleared by NAB unit. *2 S/2*
Honda's campaign avoids catch-phrase liberation. Editorial. (Women and men respond equally to advertising that speaks to them openly and honestly, as shown by American Honda campaign.) *2 S/10*
Stewardess group sets counter to 'sexist' ads. *23 S/62*
Novel of adwoman's career eschews the lib approach. B. Donath. *7 O/79*
Female overkill louses things up. S. Bernstein. (SRB comments on avoiding discrimination by changing women-held titles.) *21 O/16*
'WomanNews' victim of tight economy; earlier feminist books thrive. N. Green. *28 O/53*
National near NAB okay for new 'I'm going to fly you' ads. *4 N/2*
National's latest battle—free in-flight drink offer. *11 N/8*
WOMEN'S TENNIS ASSN.
CBS-TV covers Women's Tennis Assn. Adbeat. *2 D/64*
WOMEN'S WEAR
See FASHION
'WOMENSPORTS'
'WomenSports' gears for May debut. LMN. *7 Ja/53*
Ms. King's tennis winnings help finance 'WomenSports.' *21 Ja/30*
'Womensports' breaks on newsstands. FTR. *20 My/8*
'Woman News' victim of tight economy; earlier feminist books thrive. N. Green. *28 O/53*
WONDER INTERNATIONAL INC.
Wonder push starts. *6 My/65*
WOOD, ARTHUR M.
Ten who made advertising news in 1974. *16 D/cover*
WOODHILL CHEMICAL SALES CORP.
Phyllis Diller does spots for Woodhill Chemical rust remover. Adbeat. *7 Ja/51*
WOOL BUREAU
A 'class' product, says Wool Bureau in new campaign. *29 Ap/79*
Wool Bureau distributing rug catalogs. Adbeat. *1 Jl/53*
WOOLWORTH, F. W. CO.
Woolworth sets Evel Knievel sweepstakes. Adbeat. *22 Jl/71*
F. W. Woolworth moves U.K. account to Allen, Brady & Marsh. LMN. *25 N/53*
WORKSHOP WEST
Pet's Old El Paso unit names Workshop West. LMN. *1 Ap/55*
WORLD BOOK ENCYCLOPEDIA INC.
World Book set for heavy summer push. *1 Ap/1*
WORLD EVANGELISM INC.
Evangelist group sets $12 million for tv programs. *30 S/84*
WORLD FOOTBALL LEAGUE
TVS sports carries Thursday WFL games. LMN. *18 F/67*
TVS sees $5 million in new pro football pact. J. Forkan. *25 F/3*
WGN negotiating with WFL for team coverage. LMN. *1 Ap/55*
Canada moves to block WFL entry. LMN *8 Ap/65*
Fireman's Fund signs as WFL sponsor. LMN. *15 Ap/1*
New football league's tv package one-third sold. J. Forkan. *29 Ap/4*
Carling Brewing first to sign with WGN for WFL broadcasts. LMN. *6 My/81*
TVS network seeks more sponsors for World Football League coverage, and expands into non-sports special programming. LMN. *20 My/107*
Chevrolet 1975 tv buys include WFL games. LMN. *1 Jl/55*
Sponsors chosen for Metromedia's telecasts of WFL games. FTR. *8 Jl/8*
WFL telecast shows strong ratings on WOR-TV. LMN. *15 Jl/85*
TV will renew WFL for '75. LMN. *14 O/109*
TVS expands from TV sports into specials. J. Forkan. *21 O/3*
WORLD NEWS CORP.
New tabloid 'National Star' bows Feb. 5. *4 F/8*
'National Star' going national. Adbeat. *29 Ap/72*
'National Star' raising issue price. Adbeat. *14 O/116*
WORLD'S FAIRS
See AMUSEMENT PARKS
WRIGHT, BEN
Ben Wright rejoins Johnson Publishing. LMN. *25 N/53*
WRIGLEY, WM. JR. CO.
Wrigley sets new campaign for Juicy Fruit Gum. FTR. *6 My/8*

XPO I - COMMUNICATIONS EXPOSITION
Art-copy creative ad teams often overrated, XPO I hears. *17 Je/72*
XEROX CORP.
Thanks to Xerox, CBS. Editorial. (AA lauds the Xerox-sponsored tv special, 'The Autobiography of Miss Jane Pittman.') *18 F/14*
Xerox film depicts Hall shop at work. *27 My/66*
Xerox-sponsored tv special heads Emmy Award winners. *3 Je/61*
Xerox introducing electronic typing system. FTR. *14 O/8*
IBM keeps cool as Xerox rolls out new typing system. *4 N/70*

YMCA
Datsun spends—$7 million supports YMCA promotion. *17 Je/124*
See also *10 Je/63*, LMN.
YABLANS, FRANK
Frank Yablans resigns from Paramount Pictures Corp. FTR. *18 N/8*
Ten who made advertising news in 1974. *16 D/cover*
YANKELOVICH, DANIEL INC.
Renamed Yankelovich, Skelly & White, NYC. *19 Ag/56*
YANKELOVICH, SKELLY & WHITE
Personal care items popular with collegians, survey finds. *21 O/66*
YARDLEY OF LONDON INC.
Lady Schick, Yardley tie in for spring. Adbeat. *25 F/154*
Yardley of London to introduce Old English Herbal soap. LMN. *4 Mr/53*
Yardley's profit search straddles generation gap. L. Baltera. (Marketing profile.) *1 Ap/1*
Three execs exit Yardley market unit. *22 Ap/4*
Yardley assigns undisclosed new product to Ted Chin & Co. FTR. *17 Je/8*
Yardley introduces Daylight Encounter cologne. Adbeat. *29 Jl/46*
YELLOW PAGES
Southwestern Bell fighting to bar preferential listings. *28 Ja/58*
Saluk named head at new Grey division. *15 Ap/63*
New logo for Bell System yellow pages. Adbeat. *28 O/67*
AT&T runs tv ads for yellow pages. Adbeat. *11 N/68*
YOGURT
New Pillsbury Wiener Wrap bows at SMI. (Includes listing of other new products at the SMI convention.) *13 My/8*
Bison Foods introducing fruit-bottomed yogurt. LMN. *9 S/85*
Kraftco's Sealtest division expands Breyer's yogurt. LMN. *11 N/73*
YOO-HOO CHOCOLATE BEVERAGE CORP.
Japan gets Yoo-Hoo. *6 My/74*
YOUNG, JAMES WEBB
Ray Rubicam, J. W. Young named to AAF Hall of Fame. *20 My/112*
YOUNG & RUBICAM INTERNATIONAL INC.
My times with Raymond Rubicam. D. Daniels. *7 Ja/41*
Y&R adds retail execs, looking for acquisitions. *14 Ja/3*
Y&R celebrates 50th with upswing in revenues. D. Grant. *14 Ja/3*
Bahr to head Y&R Ventures for new media. *21 Ja/8*
Maxon, Murray get Santi-Flush account from Y&R. LMN. *4 Mr/1*
Y&R adds Bruce Brewer shop; forms new division. *11 Mr/3*
Y&R resigns Rheingold account. LMN. *11 Mr/57*

Motivating trim staff is most important task: Y&R's Jim Makrianes. *18 Mr/46*
Creswell shop latest addition to Y&R group. *15 Ap/4*
Wagenaar, Krugel get new Y&R foreign posts. *22 Ap/10*
Security keeps Y&R. *6 My/65*
Rheingold picks JWT; ad budget hike seen. LMN. *13 My/1*
Y&R names Holter for Scandanavian office; other Y&R appointments. LMN. *13 My/93*
Y&R National adds two more agencies. *27 My/66*
Carl Ally, Y&R, DDB top One Show winners. *10 Je/2*
Y&R shifts 5 internationally. *10 Je/4*
National Distillers signs Vat lines to Y&R. FTR. *10 Je/8*
Eastern assigns Puerto Rican account to Young & Rubicam. FTR. *29 Jl/8*
Time assigns 'People' account to Y&R. LMN. *29 Jl/53*
Grey posts profit gain, Needham, FC&B down. (Y&R financial report included.) *12 Ag/61*
'Seventeen' moves account to Y&R. LMN. *19 Ag/51*
More Y&R expansion: Rives, Dyke; Foote, Cone set to acquire Honig. *2 S/2*
Y&R International sets up agency in Hong Kong. LMN. *16 S/89*
Bids for federal billings pay off; Y&R gets USPS. *30 S/91*
Y&R is volunteer agency for Ad Council's food, nutrition and health campaign. Adbeat. *18 N/202*
Y&R loses McVitie's cake business in U.K. LMN. *18 N/217*

YOUTH MARKET

Progressive Radio Network carries youth-oriented program shorts. Adbeat. *21 Ja/58*
Young adults return to tv: Is fuel crisis the culprit? M. Christopher. *18 F/2*
Working mom's daughter is researchers' newest find. *25 F/142*
Kass protests Schlitz malt liquor commercial. FTR. *8 Ap/8*
Avon Lady is changing; new youth, black drive. L. Baltera. *3 Je/1*
Airlines to repeat youth offer. *3 Je/24*
Teen-age girls spent more in '73 on back-to-school items. Adbeat. *8 Jl/60*
Opinion Research Corp. reveals results of readership study. Adbeat. *26 Ag/206*
J&J aims at youth market with new 'o.b.' tampon entry. *16 D/3*
Chemical Bank goes after new (younger) borrower. *16 S/45*
Dallas tv station uses 10-12 yr. olds for pm newscasts. Adbeat. *11 N/67*

ZALE CORP.

Zale centers anniversary ad drive on ABC special. *8 Jl/8*

ZEIGLER, JOHN INC.

Need savvy account people? Zeigler plan; Start a school. *7 O/30*

ZEIGLER'S, R. L.

Alabama students create ads. *26 Ag/207*

ZELTNER, HERBERT

Heed changes to survive, ANA product meet told. *25 N/48*

ZEMP, W. M. & ASSOCIATES

Y&R National adds two more agencies. *27 My/66*
Vladimir joins Zemp in new Miami branch. *18 N/8*

ZENITH RADIO CORP.

Zenith touts Power Sentry as energy saver. LMN. *8 Ap/65*
Zenith seeks to block sale of Motorola tv receiver business to Matsushita Electric. FTR. *13 My/8*
Zenith starts '75 line push via trade ads June 9. LMN. *3 Je/1*
NAD sends Remington, Zenith cases to NARB. *15 Jl/86*
Zenith digs in to turn back tv market 'invasion.' T. Rowan. *22 Jl/1*
Zenith begins ad attack on bait and switch tactic. *29 Jl/6*
Zenith's one-two punch. Editorial. (Zenith warns consumers of bait and switch tactics, while promoting its own name.) *12 Ag/10*
Top 100 national advertisers 1973 marketing report. *26 Ag/195*
Zenith files suit against Japanese marketers. *30 S/80*
Zenith represented in Bicentennial exhibit. Adbeat. *30 S/87*
RCA hopes to beat Philips/MCA in race to market video disc system. J. Forkan. *14 O/4*
TV makers to battle slump with quality, performance theme. AA Roundup. *23 D/1*

ZIEGENHAGEN, MILO E.

Ziegenhagen opens own consultancy. *29 Ap/10*
What's needed: Action from the top down. (Author. Advice for industrial advertisers.) *17 Je/23*

ZIFF-DAVIS PUBLISHING CO.

'ID' becomes sixth book to fold in '74; cost increases cited. B. Donath. *22 Ap/2*
Snow Sports acquires 'Invitation' book. *6 My/16*
'Psych Today' hikes base. *13 My/80*
Ziff-Davis offers multi-book advertising sales concept. FTR. *19 Ag/8*
Ziff-Davis to offer N.Y. metro buys for 8 buff books. *26 Ag/205*
Ziff-Davis awarding new car to winner of beer consumption contest. Adbeat. *30 S/87*
Sarbin, Briggs, Hebb boosted by Ziff-Davis. *14 O/8*
Ski book goes tabloid. *14 O/78*
What makes Ziff-Davis run? 'The four of us.' B. Donath. *18 N/cover*
Ziff sells C/R/M unit. *16 D/62*

ZIMMER RESEARCH ASSOCIATES

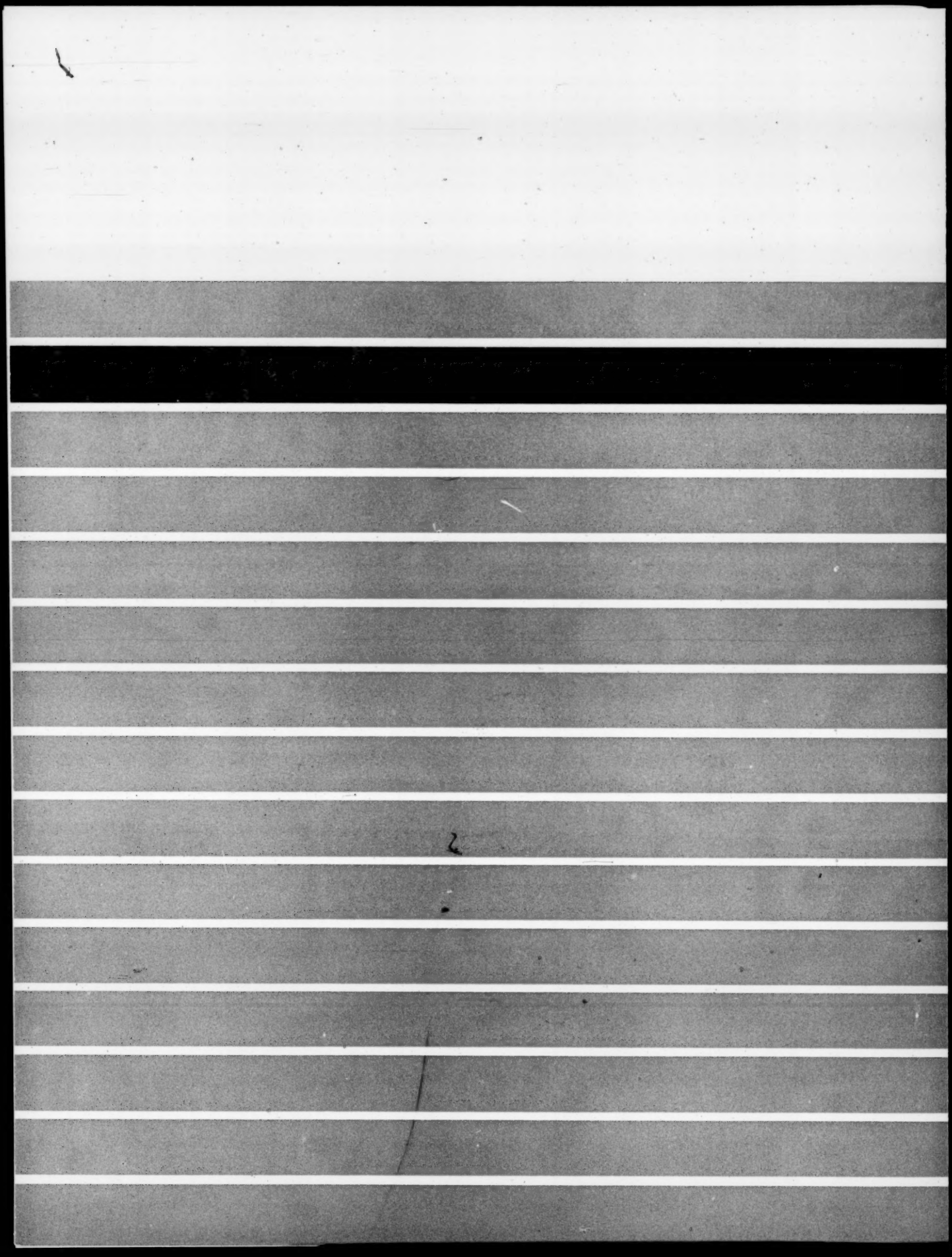
Zimmer Research set. *18 Mr/39*

ZIP CODE

Zip marketing resisted by some media people. Adbeat. *22 Ap/77*
Black ad insert will run in three women's magazines. *7 O/53*
Americans are pro-business, Wattenberg says. *16 D/36*

ZIRCONIUM

FDA antiperspirant unit report clouds future of Sure, others. J. O'Connor. *25 N/1*
B-M sets 'no zirconium' spots; Sure ads continue. LMN. *9 D/1*
B-M's 'no zirconium' ad encounters own problem. *16 D/6*
Zirconium warfare. Editorial. (Bristol-Myers is wrong to attack competitors with a rush of reassurance to the public their product contains no zirconium, when the FDA considers zirconium only an ingredient under suspicion.) *16 D/12*
P&G rolls out data for FDA probe into antiperspirant risks. *23 D/2*
B-M says 'no zirconium' ad needed to counter confusion. *23 D/4*
Fred Lemont of Carter Products assures the safety of zirconium in Arrid. LMN. *30 D/25*

ZUCKER, CARLTON

Adman confident about heading Illinois lottery. N. Green. *8 Jl/61*